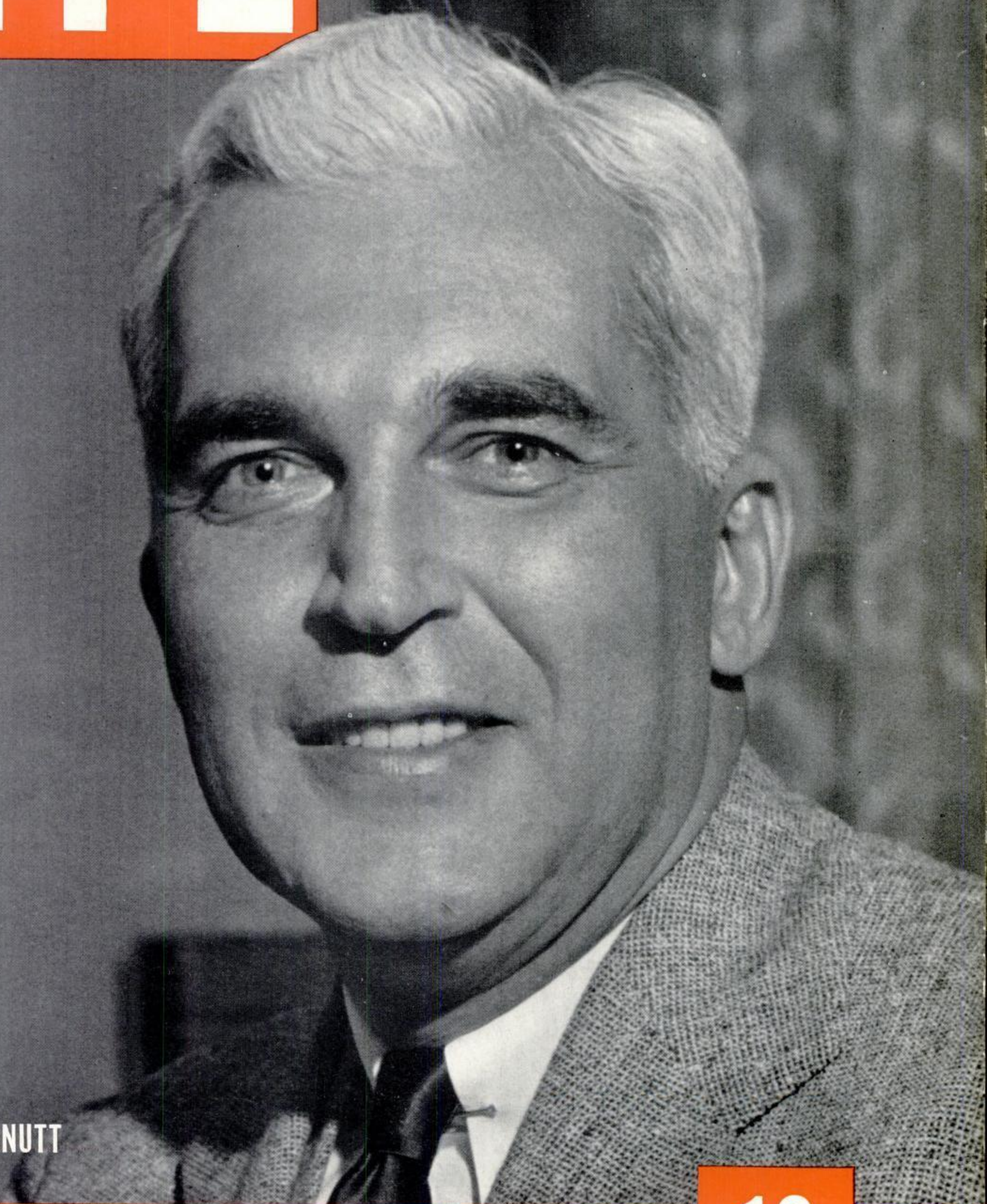


# LIFE



ROOSEVELT'S McNUTT

AUGUST 7, 1939

10 CENTS



# The MIDDLETON Family

## AT THE NEW YORK WORLD'S FAIR

### Scientists of the World of Tomorrow



*The Junior Science Laboratories* at the Westinghouse Building leave a deep impression with the Middleton family — especially Bud, who has now decided to abandon his ambitions to lead a swing band in favor of an electrical engineering career. You, too, will enjoy seeing and talking with these scientists of the future. They are school children, 12 to 18 years old, whose projects in varied branches of science are carried on with the help of the American Institute of the City of New York. Don't miss this feature of the Westinghouse exhibit in the World of Tomorrow.

IN SAN FRANCISCO: Westinghouse offers a treasure-house of electrical wonders at the Golden Gate Exposition. Include it when you visit this beautiful fair. WESTINGHOUSE ELECTRIC & MANUFACTURING CO., PITTSBURGH, PA.

GEE, DAD! TUBBY SAYS WESTINGHOUSE HELPS THESE KIDS TO WORK ON ANYTHING THEY WANT TO—PHOTOGRAPHY, CHEMISTRY, MECHANICS, ELECTRICITY, ANYTHING AT ALL

WELL, SON, YOU FUTURE ENGINEERS HAVE A WIDE CHOICE—BUT YOU'LL HAVE TO ADMIT ELECTRICITY MEANS EVERYTHING IN SCIENCE—AND WESTINGHOUSE MEANS EVERYTHING IN ELECTRICITY



# Westinghouse

*The name that means*  
**EVERYTHING  
IN ELECTRICITY**

Tune in Ray Perkins and the winners of the "Letters Home" Contest direct from the Westinghouse New York World's Fair Building — every Sunday afternoon, 5:45 Eastern Daylight Time, N.B.C. "Blue" Network.



# Here's proof of Studebaker craftsmanship



These expert craftsmen have been building Studebakers 34 years! They are Harry Kastner and John P. Kish. And they are typical of the quality of men who construct these quality cars. Solid citizens who are permanent residents of South Bend comprise the Studebaker working force of 7,500 skilled artisans. No transients are ever hired. Studebaker employs only people from its community.

## *Two Studebaker Champions go 15,000 miles in 14,511 minutes!*

**Establish 35 A. A. A. stock car records for economy and endurance!**

ON the historic Indianapolis Motor Speedway where the speed cars and speed kings of the world contest every Memorial Day, two stock Studebaker Champion sedans scored an amazing triumph just a few weeks ago.

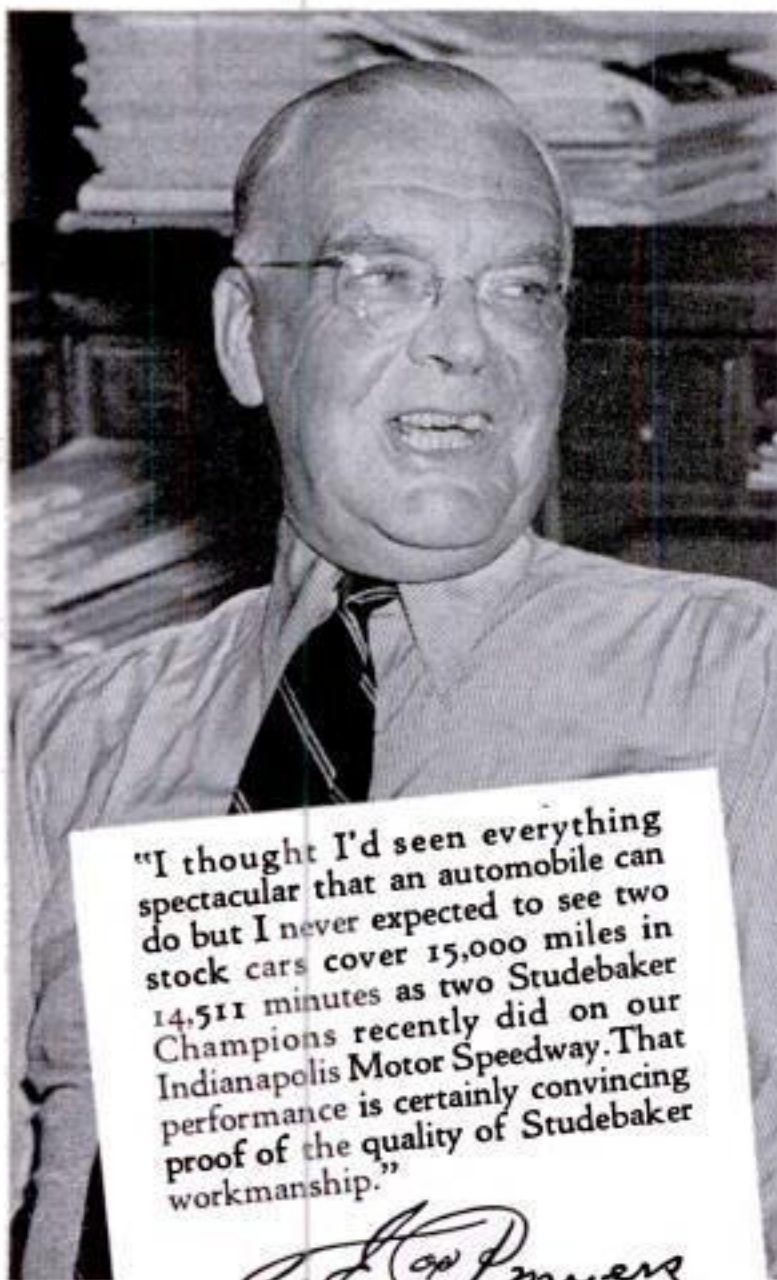
Traveling side by side at a steady speed of better than 60 miles an hour for almost 242 consecutive hours, these remarkable new low priced team mates of Studebaker's Commander and President rolled up 35 A. A. A. stock car records for endurance and economy.

Day and night, these two Champions were each driven 15,000 continuous miles in sun,

wind and rain. They traveled as far as the total distance of thirty 500-mile Indianapolis races. They received more sustained punishment, by far, than average drivers could give their cars in years of hard service.

And each Champion came through the ordeal in practically perfect mechanical condition. In fact, the 15,000 miles they each covered in 14,511 consecutive minutes has never before been equalled by any stock cars except Studebaker Presidents.

It's the quality of Studebaker craftsmanship that puts this ruggedness into every Studebaker. And backing up this unique Studebaker craftsmanship are Studebaker's vast, modern shops, great engineering and research laboratories and 800-acre, million dollar proving ground.



"I thought I'd seen everything spectacular that an automobile can do but I never expected to see two stock cars cover 15,000 miles in 14,511 minutes as two Studebaker Champions recently did on our Indianapolis Motor Speedway. That performance is certainly convincing proof of the quality of Studebaker workmanship."

*T. E. 'Pop' Myers*

T. E. "POP" MYERS  
Vice President and General Manager  
Indianapolis Motor Speedway



This Studebaker Champion set a record of 27 1/4 miles per gallon in an official A. A. A. run of 6,144 miles from San Francisco to New York and back to San Francisco. With this great record to its credit, the same Champion was then driven to Indianapolis. It's pictured above—being flagged down by A. A. A. official—at the finish of its record-making 15,000 mile run with a Champion team mate on the Indianapolis Motor Speedway. No wonder Studebaker endurance is famous!



This Studebaker father instructs his eager son in the fine points of Studebaker craftsmanship. They are Basil and Roy Lawson, one of the many father and son teams for which Studebaker is famed. The average Studebaker workman is 42 years of age and has been on his job with Studebaker over 11 years.



You're an envied person in a Studebaker Champion Cruising Sedan . . . \$740 at factory

See your local Studebaker dealer now and go for a revealing trial drive in a beautiful new Studebaker President, Commander or Champion. Low-cost Studebaker service is nationwide. Low down payment—easy C. I. T. terms.

**STUDEBAKER CHAMPION**  
True-blood team mate of Commander and President

**\$660**

for a Champion Coupe, delivered at factory, South Bend, Ind., including Federal tax. Prices subject to change without notice. Optional equipment and accessories—extra

This One



SQU8-8F9-0XNG



# Watch Out!

When your hair sheds loose dandruff. When waves don't last. When your scalp feels tight and uncomfortable... Watch out! These are Dry Scalp's warnings! Beautiful hair is in danger!



Check DRY SCALP and watch your hair improve!

GO ahead and be an outdoor girl this summer! But if you want people to admire your hair, then protect it with 'Vaseline' Hair Tonic against the drying effects of too much sun, water, and soap. They all rob your hair of its natural oils, steal its lustre and good looks.

'Vaseline' Hair Tonic actually supplements the natural oils of the scalp, helps overcome that stringy, harsh feeling that even healthy hair takes on in the summertime. For soft, glossy hair and waves that last longer, begin using 'Vaseline' Hair Tonic today! You'll be amazed at the speedy improvement in the looks and the feel of your hair.

A few drops supplement the natural scalp oils, keep your hair manageable and good-looking.



40¢ and 70¢

**BEFORE EVERY SHAMPOO** — massage the scalp well with plenty of 'Vaseline' Hair Tonic.  
**AFTER EVERY SHAMPOO** — rub on a few drops to replenish the scalp oils; add lustre.

## Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copyright 1939, Chesebrough Mfg. Co., Conn'd.



**PAINFUL SUNBURN? TRY 'VASELINE' Petroleum Jelly!** It cools. Soothes. Supplements the natural skin oils. Relieves parched, dry feeling. A jar or tube 10c.

## LETTERS TO THE EDITORS

### Adopted Monkey

Sirs:

Your article about the couple in Texas who are adopting a baby chimpanzee (LIFE, July 17) impressed us intensely. We are glad that you are bringing to the public eye the silly way in which some people spend their money.

ETHEL HAGIN  
LENA GINGRICH

Southwestern State Teachers College  
Weatherford, Okla.



NOLAN JESSE NAGEL

Sirs:

A more disgusting travesty on human relationships could hardly be imagined! This chimp will always remain a monkey in spite of its name, Nolan Jesse Nagel, and will undoubtedly live to make monkeys out of the Nagels, if it hasn't done so already!

MARION M. COLE

Buffalo, N. Y.

Sirs:

With all the loving children in this world waiting to be taken up by foster parents, how can they do such a thing?

MRS. HAROLD L. DONNER

Norwich, N. Y.

Sirs:

Can't you just see that item written up in a Nazi German paper: "There being a shortage of babies in America, they've started adopting apes." Besides, I hate monkeys!

MARJORIE SINCLAIR GILLIES

Los Angeles, Calif.

### Leonardo da Vinci

Sirs:

Salutes to LIFE for its pictorial airing of the mighty inventive genius of the first and unquestionably the oldest citizen of the 20th Century, Leonardo da Vinci (LIFE, July 17). In this age of specialization it is an eye-opener to review the mind of a man who was one of the last to have a knowledge of everything in his world and—in Leonardo's case—something of the world to come.

However, your masterly résumé of his career gave me a jolt at one point. I cannot understand from what source you gathered the supposition that the Mona Lisa is the portrait of Isabella d'Este. Though most of Leonardo's artistic crea-

tions are shrouded in mystery, students are pretty generally agreed that this famed portrait is that of the wife of a wealthy Florentine merchant, Francesco del Giocondo. As nearly as can be estimated, Leonardo received the commission to paint this placid housewife about 1503, a couple of years after his return to Florence from his long stay at Ludovico Sforza's court in Milan. Hence the alternate name often given this picture—La Gioconda. He worked on the portrait for five years and never considered it finished.

Chief reason for believing that the Mona Lisa cannot be a likeness of Isabella d'Este lies in this remarkable woman's history as it relates to Leonardo. Isabella was the brightest intellectual light of the feminine world during the early Renaissance. Married to a petty princeling, Francesco Gonzaga, the impoverished Margrave of Mantua, she was forced to rely on her considerable wits to further her ambitious patronage of the arts. Leonardo, who didn't care to be numbered among her tame lions, was one of the few artists of the time who did not fully succumb to her persistent requests for "a picture, any picture." He visited Mantua for a few months in 1500 and sketched a line drawing of his hostess, which he promised to use as the basis of a real portrait to be painted later. The sketch was so uncomplimentary that Francesco Gonzaga immediately gave it away. This picture, much retouched and redrawn, is believed to be the one that now hangs in the Louvre and is the only portrait of Isabella that with any exactitude can be traced to Leonardo.

It is interesting to speculate on Leonardo's reactions to the present recognition of his greatness. Toward the end of his life, discouraged by his many failures and unfinished works, he wrote: "Our hopes are cheated and time foils us; death grins at our cares—life's struggles are in vain." In estimating his own worth, Leonardo's omniscient ability to look into the future failed him.

ELISABETH LANSING

Boston, Mass.

● The belief that Mona Lisa was Lisa del Giocondo, the merchant's wife, rests on the word of Giorgio Vasari, a 16th-Century biographer of Leonardo. In 1935, after an exhaustive study of Vasari's sources and Leonardo's other work, Professor Raymond S. Stiles of Antioch College concluded that Mona Lisa was the celebrated Isabella d'Este. The Louvre, Mona Lisa's owner, sticks to the Vasari theory. Art experts are divided.—ED.

Sirs:

Congratulations on your splendid picture essay of Leonardo da Vinci. The five pages concerning his life and works were more than ample return for the price of your excellent magazine.

BILL DICKSON

Amarillo, Tex.

Sirs:

You have joined a long current chorus of praise of the scientific and inventive genius of Leonardo da Vinci.

(continued on p. 4)

## YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective \_\_\_\_\_ my mailing address for LIFE will be:

DATE

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City \_\_\_\_\_ State \_\_\_\_\_





Is this the Townley coat you will like best, with its double sweep of silver fox that loops under to form a big muff when you need one? Its August sale price is \$148; and there are 37 other silver-fox enriched models among more than 100 new Townley winter styles.



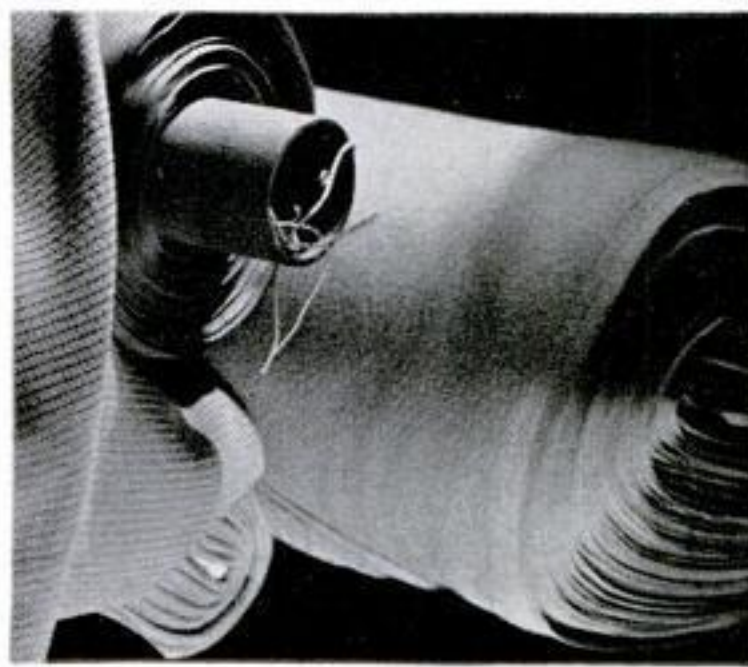
Do you mistrust your own knowledge of furs? You can rely upon the high quality of any fur on a Townley coat. It is from the prime winter catch, searchingly inspected, carefully dressed and made. Some wear better, some cost more, but each is the worthiest of its kind.

## Why should you worry about anything except "WHICH COAT LOOKS BEST ON ME?"

**W**ill it wear? Will it still look smart next year? Will I have to replace the lining?

Is the fur prime quality and a good value? Can I buy as good a coat for the money elsewhere?" . . . questions such as these need never distract you when trying on Townley coats. Forget everything except which coat you like best. Leave standards of quality, needlework and authoritative style to Townley, who sets and maintains them.

You may pay \$58 or \$348 (August Sale prices, unduplicatable later); it really doesn't matter. The same designing talent and tailoring skill are evident in both, and you cannot equal Townley quality for less, anywhere. Perhaps that is why eighty-five out of every hundred women who buy one Townley coat come back for another. Wouldn't you like to own a coat to which you could feel so loyal?



Do you waste time trying to see if every thread of the cloth came from a little lamb? Save your eyes, Prudent Shopper! Townley coats are tailored of only pure woolsens from the world's foremost looms.



Does "lining trouble" haunt you from the past? You might like to know that Townley linings, one and all, price aside, are guaranteed for as long as you wear the coat.

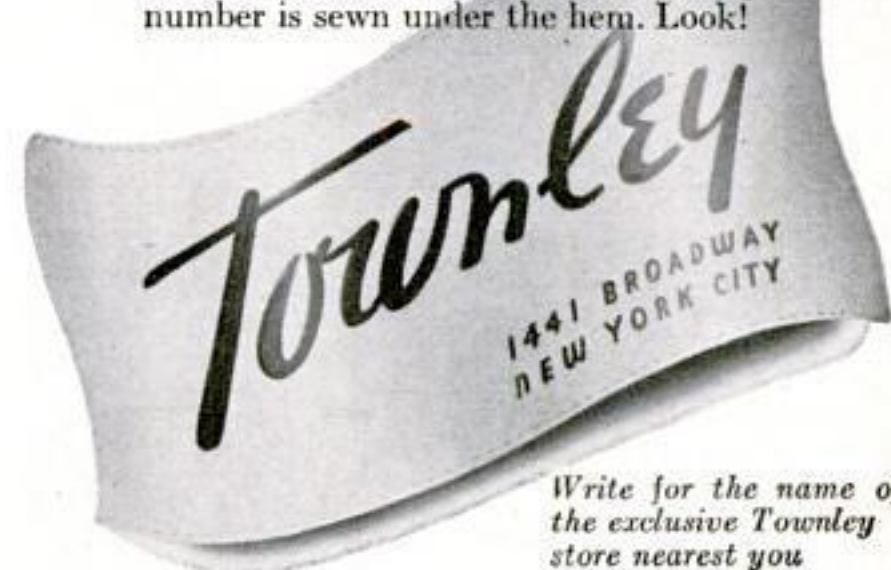


. . . and it's all right with us if you care to sit down in a Townley coat and see that it covers your knees snugly. As in this coat with sheared beaver plastron (\$58), there is always ample cloth for a wide, warm, lap-over.



You needn't question the handwork on a Townley coat, either. We know *who took every stitch on it*. The complete pedigree of each Townley coat is kept on file. The registration number is sewn under the hem. Look!

**TOWNLEY REGISTERED COATS ARE AVAILABLE NOW  
AT ASSURED AUGUST SAVINGS IN SELECTED STORES  
THROUGHOUT THE COUNTRY... INVESTIGATE... INVEST!**



Write for the name of the exclusive Townley store nearest you



# IS YOUR DOG A "Gitterbug"?

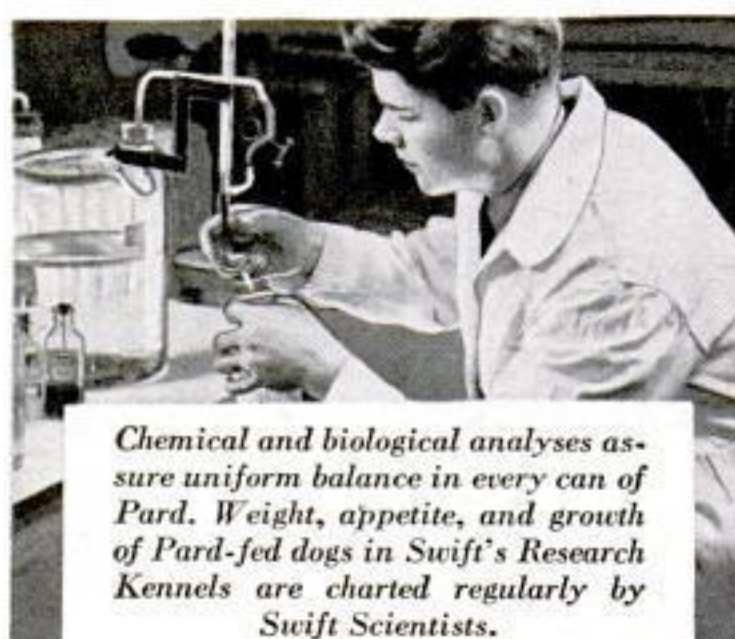
Not a sign of nervous ailments, excess shedding, listlessness, or other common troubles among 250 dogs raised by Swift on an exclusive diet of Pard and water.



● "Dogs need not be troubled by common ailments"—indicates 5-year canine study! Listlessness, loss of appetite, diarrhea, and other common ills, attributed by leading veterinarians to faulty feeding, never occurred among the 250 pedigreed dogs raised exclusively on Pard in Swift's Research Kennels!

And, too, these thoroughbreds—representing 4 consecutive generations—have shown above-normal growth, along with unusually fine conformation to breed. Facts like these indicate the additional benefits your dog would get through a steady diet of Pard.

Veterinarians in fast growing numbers are recommending Pard for all breeds. For the sake of your dog's health and happiness—start him on Pard now!

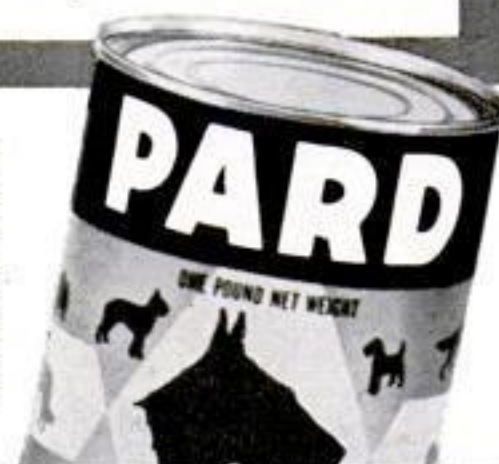


Chemical and biological analyses assure uniform balance in every can of Pard. Weight, appetite, and growth of Pard-fed dogs in Swift's Research Kennels are charted regularly by Swift Scientists.



## A SWIFT AND COMPANY PRODUCT

Dr. W. J. McK., of Illinois, says: "30 years of experience have convinced me that hit-or-miss feeding is the worst enemy of canine health we have to contend with." Dr. McK. recommends Pard to correct and ward off many common ailments.



# PARD

SWIFT'S NUTRITIONALLY  
BALANCED DOG FOOD

## LETTERS TO THE EDITORS

(continued)

But curiously, no sober work on the history of science or invention is in on the chorus. The solemn fact is that da Vinci's practical contribution to techniques is pretty close to zero.

Invention consists of some sort of exposition which will enable a contemporary skilled in the art to carry out the invention. This elemental feature is quite lacking in most of da Vinci's sketches. They are, in effect, suggestions of technical problems. They do not offer to the technicians of his age practical solutions. An example in point is the alleged "airplane" which you picture. This thing of Leonardo's will obviously no more fly than will the wings of Icarus.

Now to da Vinci the "scientist." Science means knowledge. Leonardo simply did not make any such contribution of any particular note. He's not even remotely in the class of Galileo.

The impression of any modern technician inspecting da Vinci's sketches needs must be that he was no technician at all. Evidence enough of this is that he lacked the sense of the practical. He was not a man of greasy fingers. He was an artist. Let's leave it at that.

S. McCLATCHIE

Cambridge, Mass.

Sirs:

I behold with bated breath your marvelous spread on Leonardo da Vinci, artist, architect, engineer, scientist, inventor.

Not only does it reveal the spirit of an Italian Renaissance genius, but also it reminds this modern world that intense and narrow specialization is not necessarily the right road to progress.

Men like Aristotle and the two Bacons were capable of grasping the encyclopedic portent of their time and place. If we had today more lawyers who were sociologists and psychologists, more scientists who were sociologists and statesmen, more statesmen who were economists and sociologists, we could, perhaps, hope for the needed "synoptic" viewpoint to make our human existence on this little sphere, called Earth, more rational and more livable and more tolerable than it is now.

BEN TRYNIN

Washington, D. C.

Oshkosh Mona Lisa

Sirs:

After seeing the reproduction of da Vinci's much loved and admired Mona Lisa in LIFE, it occurred to me that you might be interested in this picture



EMILY REIMER

(see cut) of a little girl from Neenah, Wis., named Emily Reimer, who surely very closely resembles the original Mona Lisa. People who have seen the photograph have noticed the strange resemblance.

KATHERINE KRUEGER

Oshkosh, Wis.

Deepest Canyon

Sirs:

Your July 10 issue carried the statement that Hell's Canyon was the "deep-

TO SHAVE FAST  
WITH COMFORT—

# DO AS BARBERS DO...USE COLGATE LATHER



Joe Larizza  
Proprietor,  
1 Park Avenue Barber Shop  
New York City

2 OUT OF 3 BARBERS USE COLGATE  
LATHER—THE FAST FRIENDLY SHAVE!

So, for a fast easy lather shave at home, use Colgate Rapid-Shave Cream for these 3 reasons:

1. **QUICK** because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.
2. **SMOOTH** because its rich, small bubble lather melts the beard soft at the base, so your razor cuts clean.
3. **ECONOMICAL** You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

# COLGATE

## RAPID-SHAVE CREAM

I can depend on my

# Rolleiflex

says

Fritz Henle

Internationally known free-lance photographer and frequent contributor of picture-stories featured in

## LIFE

Mr. Henle has tried all kinds of cameras, but still prefers the Rollei—has three of them, in fact. Here is why he likes it best:



"There are several reasons why I selected the Rolleiflex as ideal for all around work.

First, it provides the precision ground glass focusing that lets you forget complex details and concentrate on getting a well-composed picture instead of a haphazard snapshot.

Second, it gives you 12 pictures in a practical size (2 1/4 x 2 1/4) on a roll of inexpensive 120 or B2 film. Even contact prints are large enough to view without eyestrain. And the negatives can be enlarged to almost any size.

Third, all adjustments are made so easily and quickly that even a novice can make good pictures with a Rollei, in rapid sequence, with no waste of time."

Your dealer can show you five different models of the Rolleiflex and Rolleicord cameras, ranging from \$57.50 up. If you cannot obtain complete literature, write:

BURLEIGH BROOKS, INC.

Dept. 89 127 West 42nd St., New York City





**ZIP**

*Hair Free!* *Care Free!*

**NOW A NEW FORMULA** **QUICK FRAGRANT SURE**

## ZIP Depilatory Cream

CONTAINS NO BARIUM SULPHIDE!

• I have created a new and better hair remover, far superior to old-time depilatories; a cream which can be used without offense to others in your household. My new ZIP Depilatory Cream instantly removes every trace of hair. Keeps your skin satin-smooth. Simply spread on and rinse off.

Good stores everywhere.

**Also—ZIP Epilator**

IT'S OFF because IT'S OUT

Actually eliminates superfluous hair with amazing success. Ideal for face. Treatment or FREE Demonstration at my Salon.

562 FIFTH AVE. *Madame Berthe* SPECIALIST (46th ST.) NEW YORK

**I LOOKED AS IF I HAD MOTHS!**



I'd been at those fleas tooth and nail till I looked like last summer's bathing-suit. Finally the Boss caught on. "So sorry," he says, "we'll fix that right away."



It looked like just an excuse for a bath to me. But he brings on a soap called Sergeant's Improved SKIP-FLEA and, by golly—it really killed my fleas!



Since then I swear by SKIP-FLEA SOAP and POWDER. How it drops fleas in their tracks! You can get it at a drug or pet store—and ask for the free new Sergeant's DOG BOOK, or write for it to Sergeant's, Dept. GN-8, Richmond, Va.

**Sergeant's**

DOG MEDICINES



est in the world." Our nation has many superlative things but not the deepest canyon. A far deeper one is the gorge called Hu-t'iao Ch'iao (Tiger's Leap Bridge) just two days' march north of Likiang, in Northern Yunan Province, southwest China.

The Upper Yangtze River, here called the River of Golden Sands, enters a gorge cut between two huge mountains. The river flows for several miles at more than 12,000 ft. below the peaks, between almost sheer walls. The trail through the gorge winds along the western wall and is so narrow that a loaded pack horse cannot negotiate it. For this reason Kenneth Barker, my companion, and I had to transfer our food and bedding from a pack-saddle to the strong backs of three Nashi tribesmen.

SCHUYLER V. R. CAMMANN  
Merrick, N. Y.

Sirs:

I doubt the statement that Hell's Canyon is deepest in the world. I was in Peru for five years. The headwaters of the Amazon in the Peruvian Andes flow through stupendous canyons, there termed *quebradas*. A *quebrada* I'm familiar with, that joins the Hulla in Peru, is 11,000 ft. deep from the highest peak, in a range immediately contiguous to the rim, to the river. This was accurately determined.

H. S. KERR, Senior Engineer  
Utah State Road Commission  
Salt Lake City, Utah.

Sirs:

Sorry, but Hell's Canyon is not the world's deepest. The Indus River passes through a deep gorge of over 10,000 ft. near Iskardoh, in north-western Kashmir.

VERNON ROBY  
Long Beach, Calif.

Sirs:

Chase Salmon Osborn, in his book, *The Earth Upsets*, has this to say of the Great Rift Valley: "On the lithosphere of the earth the most awesome thing is that huge crack in the surface called the Great Rift Valley. It is the largest tectonic fracture in the surface of the earth. The tremendous indentation reaches from the Dead Sea and the Jordan River in Asia to the Sabi River in South Africa, and has been traced that entire distance, a length of five to six thousand miles. In places it is two miles or more in depth and hundreds of miles in width."

WALTER E. BANYON  
Benton Harbor, Mich.

• LIFE now believes its statement was too sweeping. It is impossible to say which canyon is deepest because 1) most of the contenders are in almost inaccessible places and have not been surveyed, 2) when a river runs between mountains it is a moot point how much is canyon wall and how much is mountainside. Mr. Banyon's Great Rift Valley is not considered a canyon but some of the others are. —ED.

Senators and Tobacco

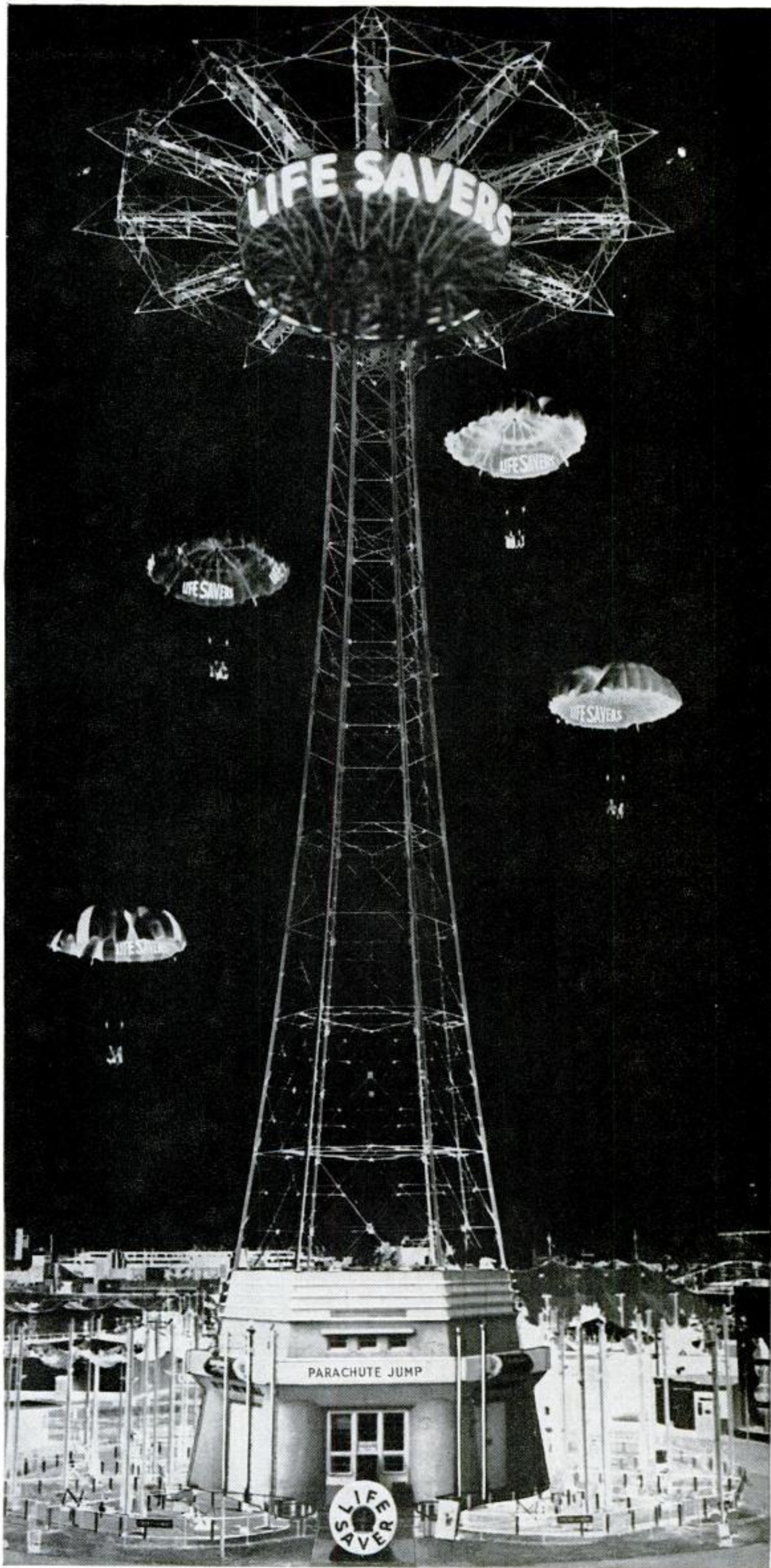
Sirs:

It seems that the principal adjunct to American legislation making, historic or otherwise, is the ashtray and tobacco.

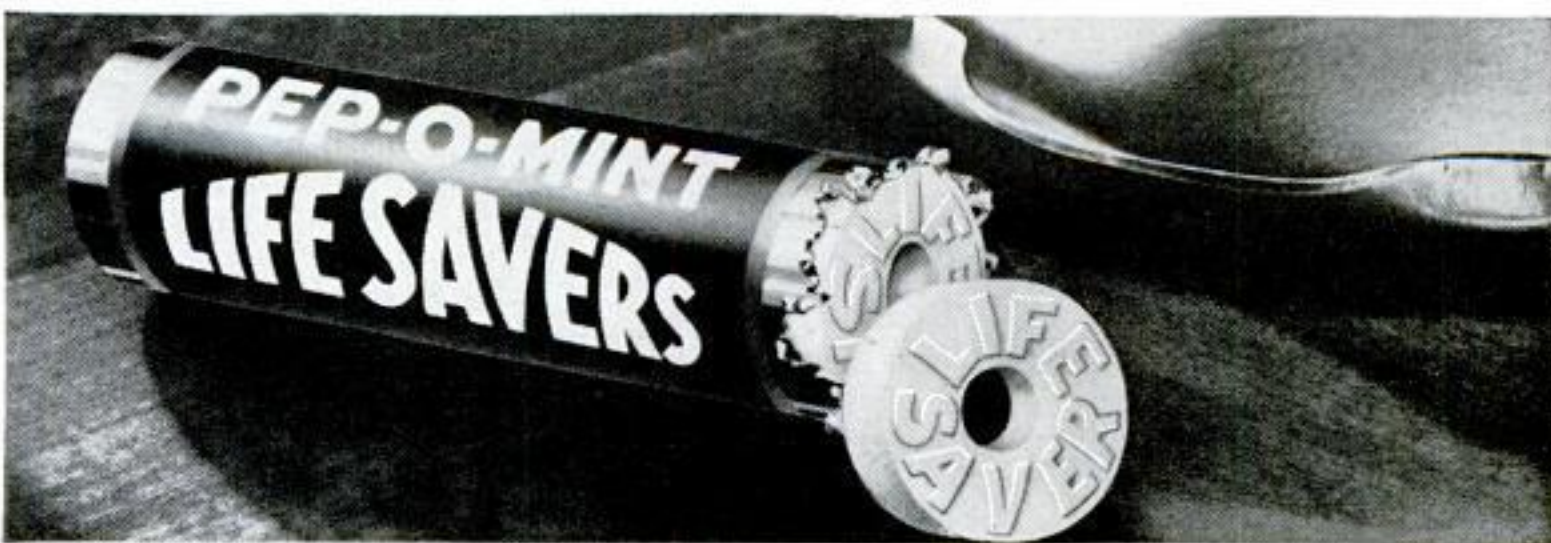
It is a fact that the use of tobacco is a deterrent to logical and clear thinking. A person cannot do his best work and smoke at the same time. And certainly important thought is not induced in a tobacco-stenched room.

My suggestion to the Senate Foreign Relations Committee (LIFE, July 24) is to substitute clear thinking for their cigars, forget about their time-tables and act more in the interest of their constituents; to legislate as serious, intelligent human beings, not as vote-swapping, vindictive politicians, TO KEEP THIS COUNTRY OUT OF WAR.

DONALD N. PROSSER  
Wilmington, Calif.



When you come to the New York World's Fair—we make you this bet... If Life Savers' 250-foot parachute jump doesn't take your breath away, a package of PEP-O-MINT LIFE SAVERS will!



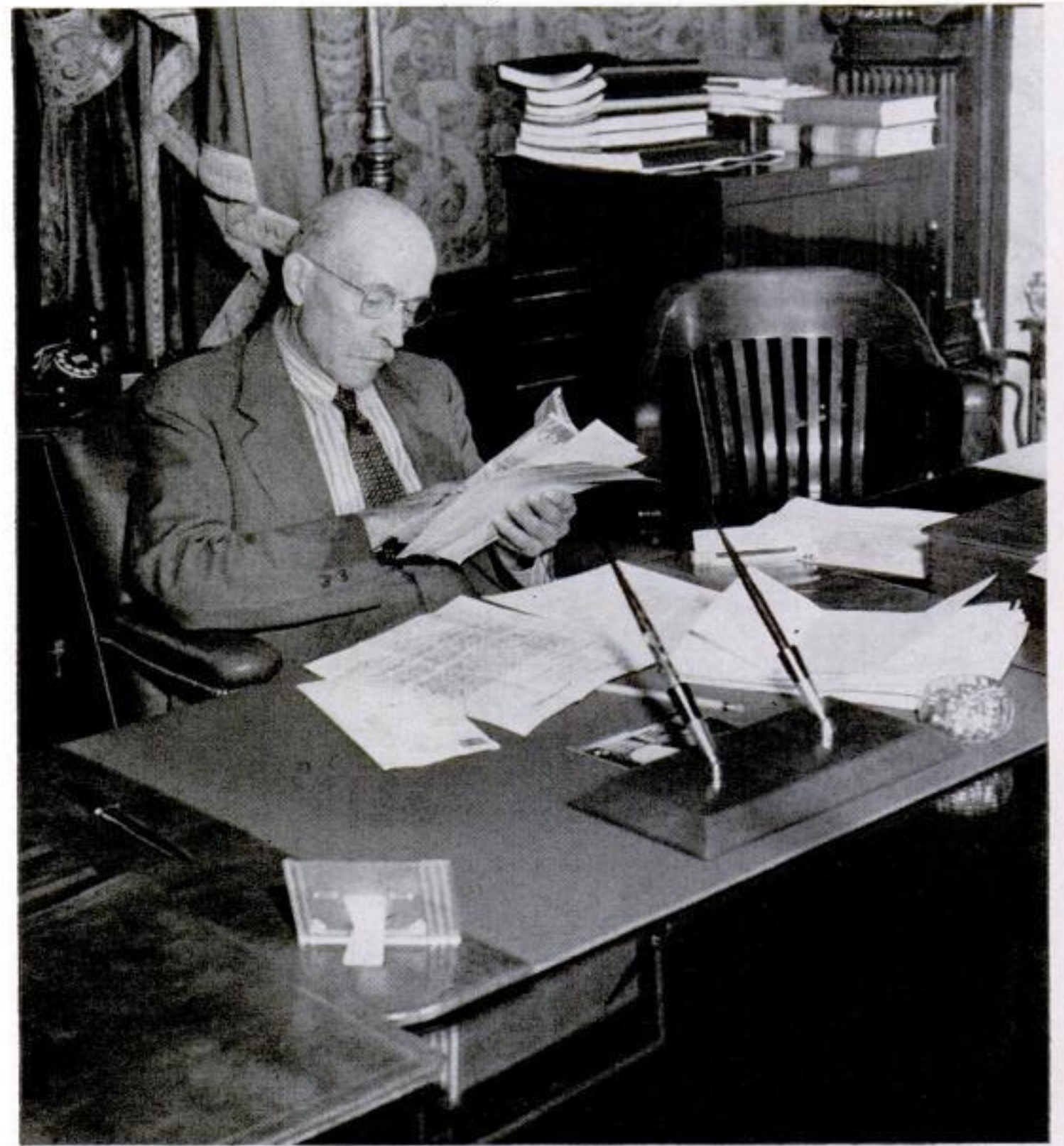
Everybody's breath offends sometimes after eating, drinking, or smoking... Let LIFE SAVERS save yours!



# SPEAKING OF PICTURES . . .



**State Capitol** at Lansing is where Governor Dickinson has worked for 27 years, as Representative, Senator, Lieut.-Governor and, since recent death of Governor Fitzgerald, as Governor.



**In his office** at the Capitol, the Governor examines clippings with an air of bewilderment over the nationwide stir which his denunciations of "high life" and "sin" have created.

## First road to ruin



"A SUNDAY SCHOOL GIRL WAS INDUCED TO GO TO PARTY WITH ONE SHE KNEW BUT A FEW HOURS"



"SHE WAS INVITED TO LUNCH BETWEEN DANCES. HE GAVE HER DRINKS. INNOCENTLY SHE PARTOOK"



"SHE DRANK MORE BEFORE EVENING WAS OVER. SHE DRANK AWAY HER PURITY, AND ROOMED WITH HIM THAT NIGHT"



"AWAKENING NEXT MORNING TO FULL REALIZATION OF HER SIN, SHE WANTED TO GET AWAY"



"BUT SHE WAS TRAPPED BY A MOTHERLY-APPEARING WOMAN AND TAKEN TO HER HOME"



"FROM THAT SHE FELL LOWER AND LOWER. MOTHERS, CAN YOU THINK OF YOUR DAUGHTERS UNPROTECTED LIKE THAT?"



# GOV. DICKINSON SEES THREE ROADS TO RUIN

Whoever sits as Governor under the imposing dome of Michigan's Capitol governs one of the most progressive States in the Union. Center of the world's automobile industry, Michigan ranks third among manufacturing States. Its great Sault Ste. Marie ship canal accommodates more tonnage than the Suez. In Detroit, fourth largest city in the U. S., it has the healthiest big city and the second fastest growing one. In Thomas Dewey, Senator Arthur Vandenberg and Attorney General Frank Murphy it has three native sons of presidential stature.

Of this modern, sophisticated Michigan the present Governor is no part. Eighty-year-old Luren D. Dickinson (*above, right*) is a God-fearing Prohibitionist, backed by rural votes. He lives in no Governor's Mansion but in a small yellow frame house two miles from little Charlotte. Amid this pleasant pastoral scene he "strips down" to his suspenders each evening to enjoy a simple meal and read till bedtime. On Sunday he goes to the Methodist Church where he still teaches Bible class.

For 50 years he has been denouncing sin, sex and liquor to this class. Locally this talk paid good political dividends—good enough to get him elected Lieutenant Governor seven times. In July he returned from a Governors' Conference in New York and described in his familiar vein the scandalous scenes of "high life" he says he saw. But now he was talking out to the nation. The metropolitan press picked up his remarks and, inadvertently, Luren Dickinson got more political publicity than any other governor. Illustrated below and captioned with his own words are three of the "roads to ruin" which he has lately described. For pictures of "sin" in the Governor's own State turn the page.



At home Governor Dickinson enjoys the company of his cat and canary. His wife has been reading how the Governor "rapped Mrs. Roosevelt" for her views on girls' drinking.

## Second road to ruin



"A GIRL ACCEPTED A RIDE HOME FROM THE THEATER FROM A STRANGER. EN ROUTE SHE WAS GIVEN DRINKS, WHICH ACCOMPLISHED HER RUIN"

## Third road to ruin



"A GIRL WAS PAIRED WITH A STRANGER AT A BANQUET TABLE. HE PERSUADED HER TO DRINK AND LATER SEDUCED HER IN THE ADJOINING BALLROOM"



# TOM or TESS —who's to blame?



**HIS PEEVE:** "My appearance can make me or break me in my job—and I'm sick and tired of going around in shirts that are full of tattle-tale gray."



**HER PEEVE:** "I work like blazes. Why blame me if my washes simply *won't* look white?" . . . And the truth of it is, she *does* try hard. It's her weak-kneed soap that dawdles in the tub and leaves dirt sticking in the clothes. What she needs is a livelier, peppier soap. Fels-Naptha—the soap that gets out *all* the dirt!



**HAPPY SOLUTION:** If tattle-tale gray is *your* husband's peeve, too—take this wise little tip. Get Fels-Naptha at your grocer's and give its richer *golden* soap and *lots of gentle naptha* a chance at your wash. You'll get the snowiest clothes you ever pinned on a line. Every shirt, every towel, every romper just sparkling clean and sweet! You'll get compliments from *him*, and never another complaint!

COPR. 1939, FELS & CO.

## Banish "Tattle-Tale Gray" with Fels-Naptha Soap

**TUNE IN HOBBY LOBBY** every Wednesday night. See local paper for time and station.

## SPEAKING OF PICTURES

(continued)



**In Governor Dickinson's own State** moonlight cruises offer one form of "high life." On Saturday nights S.S. *Put-In-Bay* takes beer-drinking, dance-loving Detroiters on a 2½-hour trip. There is a well-behaved floorshow and nickel slot-machines.



**Necking is popular** among couples on Detroit cruises. However, the rules forbid couples to rent cabins or full-length deck chairs. At night only straight-back chairs are sold. LIFE's photographer found nothing "vicious or sinful" on shipboard.



**Can-can tops off** "Bowery Cafe's" semi-nude floorshow in Detroit. Seventh in population among States, Michigan is fifth in number of convicts, tenth in juvenile delinquents, eighth in mental cases, ninth in proportion of divorces to marriages.



# FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

## A SPECIAL SHAVE CREAM

IT'S NOT A SOAP  
NEEDS NO SHAVING BRUSH  
Not Greasy... Leaves Skin Smooth

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Ernest D. Mulburt  
PRESIDENT

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-31, Glastonbury, Conn. Offer good in U.S.A. and Canada only.

## BEST FOODS MUSTARD WITH HORSERADISH



Boy, it's a "natural"  
for pepping up  
COLD CUTS!



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how much more zip it has! Inexpensive, too! Good food stores everywhere now carry this exciting new kind of mustard.



## LIFE'S PICTURES



Bob Leavitt, who photographed the G-Man Convention for LIFE (see pp. 13-15), left advertising four years ago for free-lance photography. He has since worked for Carl Zeiss and, sporadically, on the staffs of *Today* and *Pictures*. Of this assignment he says: "It was the pleasantest job I ever had." His greatest photographic problem was taking the picture of the Special Agents firing tracer bullets in the pitchblack basement range. For this he set his camera on the ground, opened the lens and walked back into the shooting stalls to light the background. During a 2-sec. exposure, the G-Men shot 20 rounds of phosphorescent tracer bullets from their tommy guns. Though the picture above looks convincing, Leavitt says he couldn't shoot a cow at ten paces.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD

# "You can lose that \*LORDSIS BACKLINE

IN A COOL,  
AIRY SPENCER"

... reassured the  
Spencer Corsetiere



## LORDSIS

\*A Lordsis Backline is an incurve at the waist in back which causes the lower back to bulge and look too full. Your Spencer will be designed to change this unlovely bulge into a beautiful backline.

### HOW TO LOSE YOUR BULGES

Your Spencer corset and brassiere will effectively correct \*Lordsis backline, sagging breasts and abdomen or any other figure fault because every line is designed, every section cut and made to solve your figure problem and yours only.

Spencers are light and flexible yet every Spencer is guaranteed to keep its lovely lines as long as it is worn. No other corset, to our knowledge, carries this guarantee. Yet prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

### Have a figure analysis — free

At any convenient time, a Spencer Corsetiere, trained in the Spencer designer's methods of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

### Send for interesting free booklet "Your Figure Problem"

Look in your telephone book under "Spencer Corsetiere" and call for your nearest corsetiere or send us the coupon below for booklet. This will not obligate you in any way.



A summer Spencer is cool and airy and can be rinsed out like lingerie to keep it fresh and clean.

The photograph above, gives startling proof that her Spencer did straighten her backline, improve her posture and slim away every bulge.

Copyright, 1939, Spencer Corset Co., Inc.

### Write Anne Spencer

for personal advice  
FREE on figure  
faults checked here.



Anne Spencer,  
Spencer Corset Co., Inc.  
133 Derby Avenue,  
New Haven, Connecticut.

### Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here . . . . . ☐

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. I.

## SPENCER INDIVIDUALLY DESIGNED CORSETS



**AFTER A SKID  
GAVE US THE SCARE  
OF OUR LIVES...**



**...we found a new non-skid tire that sweeps wet roads so dry you can LIGHT A MATCH ON ITS TRACK!**

# NEW GOODRICH TIRE GIVES Quickest Non-Skid Stops On The Road

"ONE MINUTE I was going straight ahead—the next instant my car was swinging wildly over the road as if it were on a polished dance floor. Take it from one who's had a bad skid scare, there's nothing like the new Goodrich Safety Silvertown for stopping a car quick and straight."

Take a friendly tip. Get rid of unsafe tires before they get rid of you. Make up your mind to have them replaced with the new Goodrich Silvertowns—America's *number one* safety tires that bring you *two* important and exclusive life-saving features *at no extra cost!*

First on the list is the new Life-Saver Tread. This amazing Goodrich Life-Saver Tread, with its deep, never-ending spiral bars, does to rain-drenched pavements what a windshield wiper does to the windshield of your car. It *wipes wet roads dry*—so dry that you can actually *light a match* on its track. And when a tire leaves a

track as dry as *that* on a wet road it's easy to see why you'll get the quickest non-skid stops you've ever had.

Second, but just as important to your family's safety, comes another exclusive Goodrich life-saving feature—the Golden Ply. This famous invention resists internal tire heat, protects you against dangerous high-speed blow-outs.

## Pay as You Ride

Don't take chances with a car-spinning skid or a dangerous blow-out. Put life-saving Silvertowns on your car now. For your convenience a Liberal Budget Plan is now available at Goodrich Silvertown Stores and many Goodrich Dealers. Just show your license identification and set your own long easy terms. No embarrassing investigations. Your Silvertowns will be installed *on the spot*. So the next time you buy tires—buy safety—BUY SILVERTOWNS.



**Best last year  
BEST THIS YEAR!**

In two series of non-skid tests of regular and premium-priced tires of America's six largest tire manufacturers, including new tires which have just been introduced, Pittsburgh Testing Laboratory reports:

"The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested, including not only the old established tires of these manufacturers—some listed at 40% to 70% higher in price—but also the new tires which were recently tested under the same road conditions."

Pittsburgh Testing Laboratory

## Going to the Fair in New York?

See Jimmie Lynch and His Death-Dodgers In Daredevil Demonstrations At The Popular Goodrich Thrill Arena.

©NYWF



## Going to the Fair in San Francisco?

Be Sure Not To Miss The Striking and Educational Goodrich Exhibit Entitled "What's New In The World of Rubber."



**FOR GREATER SAFETY ON ANY LONG TRIP—SWITCH TO  
Goodrich *Safety* Silvertowns**



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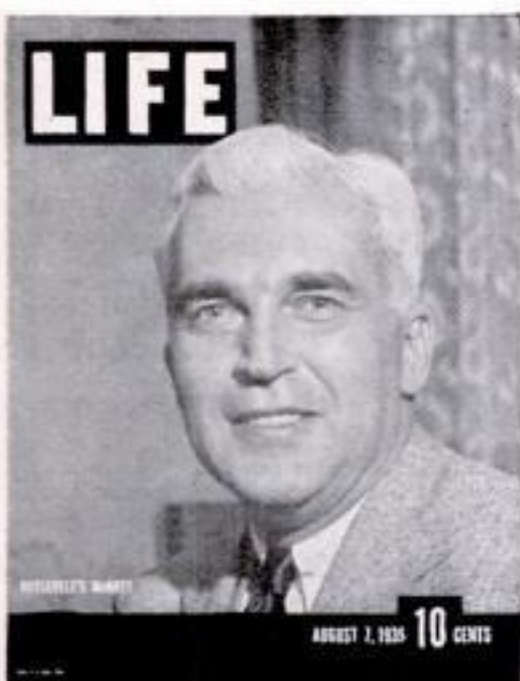
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**LIFE'S COVER:** This week's cover is decorated by the newest and handsomest face in national politics—that of Paul V. McNutt. Still nursing his 1940 Presidential ambitions, the ex-Indiana Governor is now settling down to make his name & fame as President Roosevelt's Federal Security Administrator. Reportedly, he plans to concentrate his efforts on putting over a great new national health program. For a photographic essay on Mr. McNutt's present Social Security province, and significant news about it, see pages 51-57.

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THAT'S THE NICEST COMPLIMENT, IRENE! TELL ME HOW YOU KEEP SO YOUNG LOOKING!

LATER

INCIDENTALLY, THANKS FOR THAT TIP ABOUT KELLOGG'S PEP AND VITAMINS. AND DO YOU KNOW, IT'S THE MOST DELICIOUS CEREAL WE HAVE EVER TRIED!

OH! I GET MY VITAMINS, YOU KNOW. BY THE WAY, I'VE JUST DISCOVERED A GRAND BREAKFAST CEREAL CALLED KELLOGG'S PEP, THAT'S EXTRA RICH IN VITAMINS B AND D. YOU'D LOVE IT!

IF YOU HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT COOL CRISP **KELLOGG'S PEP**. IT'S A MARVELOUS TASTING CEREAL—CRUNCHY GOLDEN FLAKES OF BRAN AND OTHER PARTS OF WHEAT ENRICHED WITH VITAMINS B<sub>1</sub> AND D. GET **PEP** AT YOUR GROCER'S. EAT IT EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!

**Kellogg's PEP**

VITAMIN-B<sub>1</sub> ENRICHED  
30% BRAN FLAKES  
WITH FLAVOR PARTS OF WHEAT  
FLAVORED WITH MALT, SUGAR, SALT  
NET WEIGHT 14 OUNCES  
MADE IN CANADA

**Vitamins for pep! PEP for vitamins!**

\*Pep contains vitamins B<sub>1</sub> and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B<sub>1</sub>, and about 1/2 the daily requirement of D.



# Picture a Million Dollars yelling for Help!

**1. I'm out in the sloop** that me and the fellows own, when I see this lubber capsize his dinghy. He starts yelling, so I put about and pick him up. And jeepers!—if it isn't the rich old geezer who's just bought Tenabeck Island!



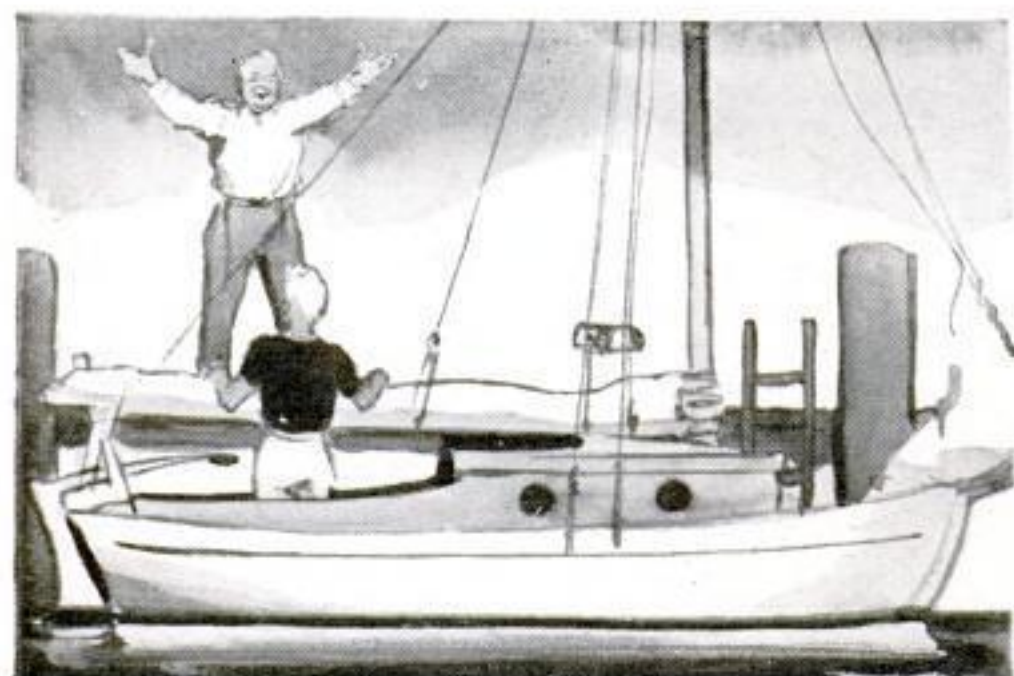
**2. He's wet as a skate** and twice as peevish, so I ask him to have some good hot coffee. "Coffee!" he howls—and turns purple. "I'd give up three directorships if I could drink coffee... but the caffeine won't let me sleep!"



**3. "Try this, sir,"** I say to Old Moneybags. "It's Sanka Coffee. 97% caffeine-free... so it CAN'T keep you awake!" The old boy looks suspicious. "Don't you worry," I add. "It's real sure-enough coffee!" So he samples it.



**4. "Young fellow,"** he beams, holding out his cup for seconds, "this Sanka is the finest coffee I ever tasted!" "Right, sir," I pipe up. "You see, it's this way—only the caffeine is taken out—all the flavor stays in!"



**5. Next morning** Old Moneybags comes prancing down on the dock. "Can't believe it!" he says. "Three cups of Sanka Coffee and I slept like a log! Say... how about teaching me to sail my new boat—and you can name your own figure!"



**6. Since then,** he tells me he checked up on Sanka with his doctor... and found that the Council on Foods of the American Medical Association says: "Sanka Coffee is free from caffeine effect, and can be used when other coffee has been forbidden."



## SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

"Drip" or "Regular" Grind. Get a Can at Your Grocer's Today!

KEEP COOL with ICED Sanka Coffee... it's delicious! Be sure to make it strong—as all good iced coffee should be made—one and a half heaping tablespoons to a cup of water.





FOUR FBI AGENTS FIRE TRACER BULLETS FROM THOMPSON SUB-MACHINE GUNS IN DEPARTMENT OF JUSTICE'S BASEMENT RANGE. WALLS ARE BULLET-RESISTANT, SOUNDPROOF



AGENTS EXAMINE CODE USED IN 1938 NAZI SPY CASE

## G-MEN TRAIN THEIR GUNS ON SPIES IN THE U. S. A.

Today espionage is the chief concern of the Federal Bureau of Investigation. For the five years prior to 1938 its agents had an average of only 35 spy cases annually to distract them from their detection of domestic crime. But this year no less than 1,169 spy cases have turned up in the six months between January and July. During July's first two weeks G-Men were uncovering them at the rate of eight a day. Though the Bureau has jurisdiction over a hundred kinds of offenses, espionage investigations have now taken precedence over all other work. More than 10,000 foreign agents, according to Bureau estimates, are now operating in the U. S. To keep track of them G-Men have been working in unprecedentedly close cahoots with the Army and Navy Intelligence bureaus.

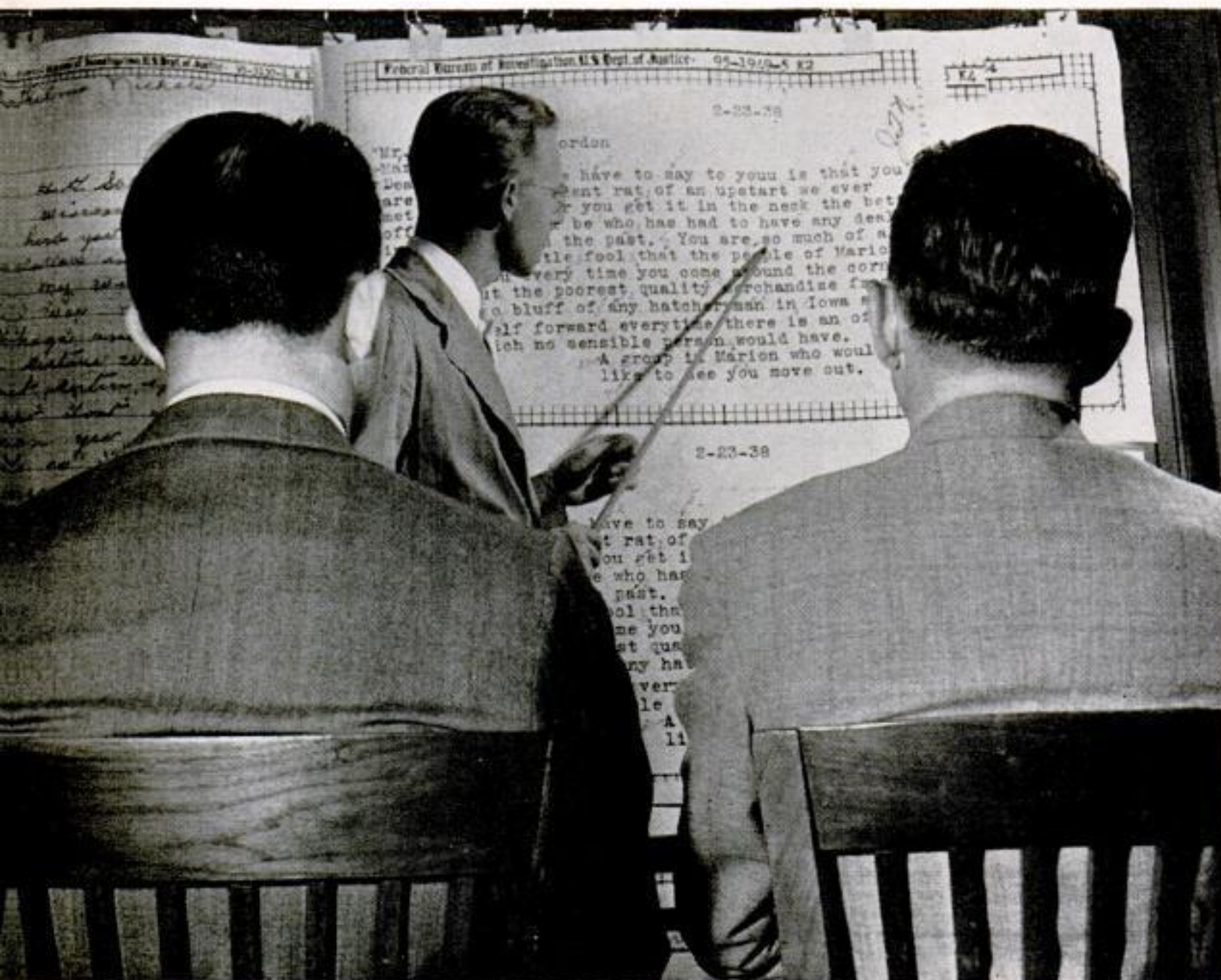
This sudden and alarming growth of espionage was revealed in Director J. Edgar Hoover's report

for the fiscal year 1939, submitted to Attorney General Frank Murphy on July 24. It was reflected, too, at the annual retraining session of the 42 Special Agents in Charge of the Bureau's field offices, conducted in Washington during the last fortnight. Each year the nation's top-ranking G-Men go to the capital for two weeks' intensive instruction in up-to-the-minute criminological techniques. This summer's session was distinguished by emphasis on code analysis, spectography, detection of secret inks, infra-red-ray usages, radio technology and other implements of espionage investigation. At left you see two visiting agents studying a cipher used in the famed Rumrich Spy Case of 1938. Above is shown an interlude of target practice in the basement of the Department of Justice Building. For other exclusive pictures of the retraining conference, taken for the first time in the Bureau's history, turn the page.





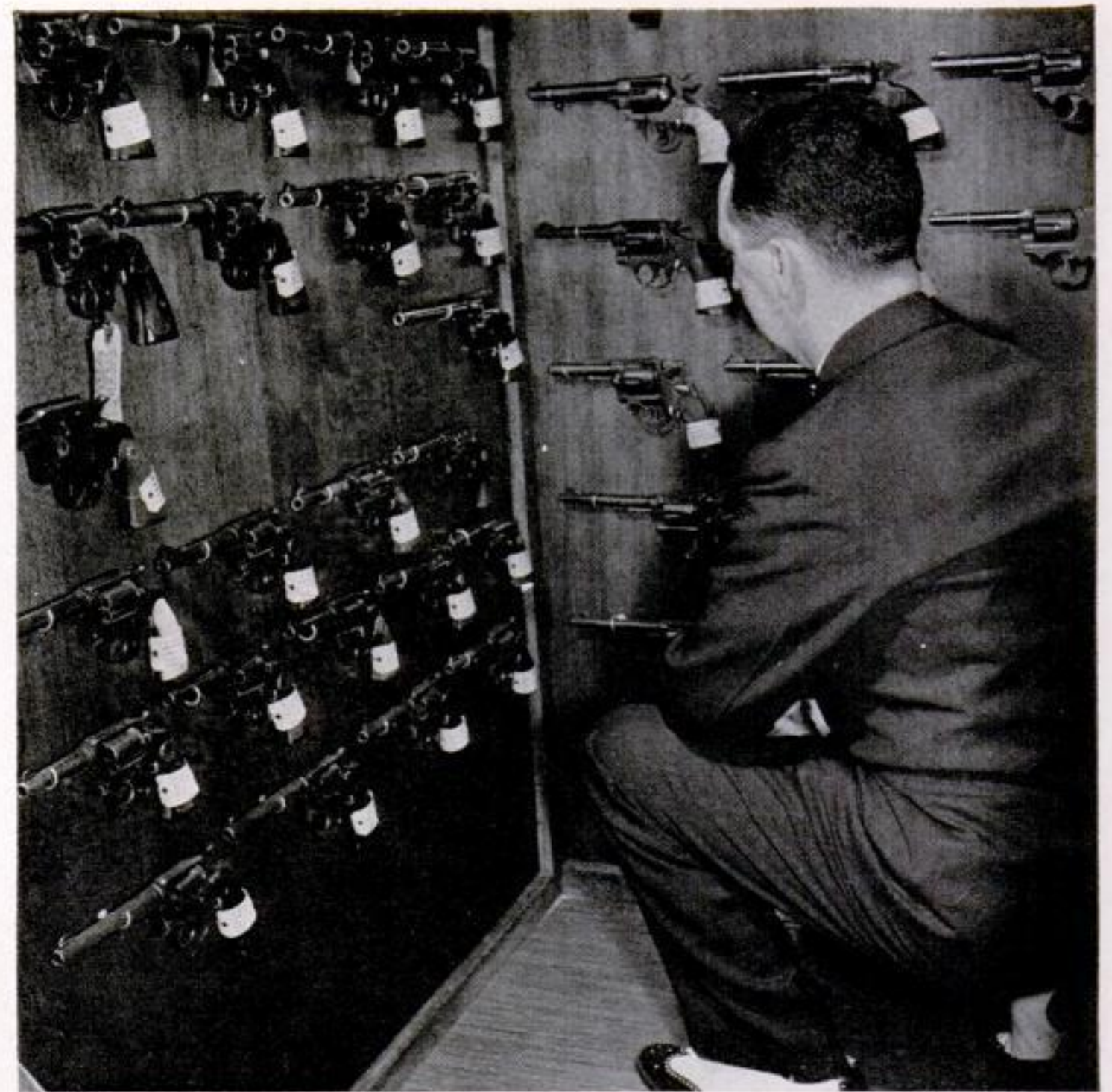
A class in document identification is attended by the 42 Agents in Charge of the Federal Bureau of Investigation's 42 field offices. LIFE's photographer was not allowed to photograph this session from the front of the room. In the group above are the men who nailed John Dillinger, Alvin ("Old Creepy") Karpis, Pretty Boy Floyd and others. The FBI does not want its agents recognized. Flashed on the screen is a specimen of handwriting.



A class in typewriter identification examines idiosyncrasies of letters and spacing. On file at the bureau are autographs of each of the 800-odd typewriter makes in the world. Type can be traced to a given machine as accurately as handwriting to a penman. Below, a laboratory technician demonstrates a specially designed vacuum-cleaning outfit used to extract dirt from clothing. Samples of soil can often be traced to a single county or section.



## NATION'S TOPFLIGHT G-MEN IMPROVE THEIR



In this revolver collection a visiting FBI Agent is presented with the problem of finding the gun used in a hypothetical killing. His only clue is a "fatal" bullet microscopically marked by the tiny imperfections present in every gun barrel. On the basis of size and kind, he will fire selected revolvers until he discovers one whose markings exactly match fatal bullet's. Then he has identified gun infallibly as fingerprints identify an individual.



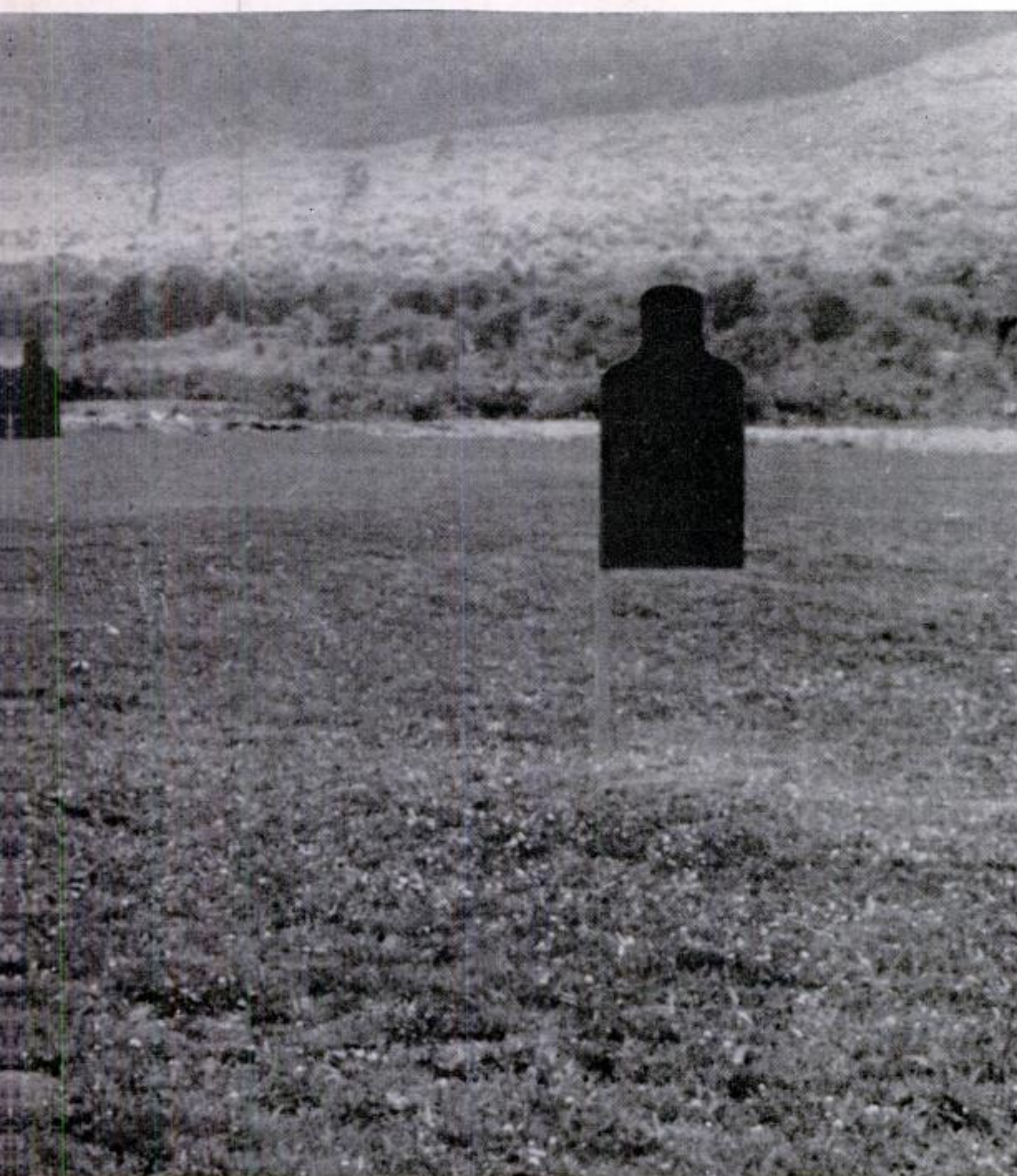
On the automobile course at Camp Ritchie, Md., a G-Man fires a Colt revolver at a life-sized target. Each visiting agent is required to put at least one bullet in each of three targets while driving past at the rate of 25 m.p.h. He is allowed only six cartridges. Other rigorous tests undertaken by agents at the retraining session called for accurate pistol fire, with both right and left hand, standing, prone, sitting, from the hip and double action from both hips. The



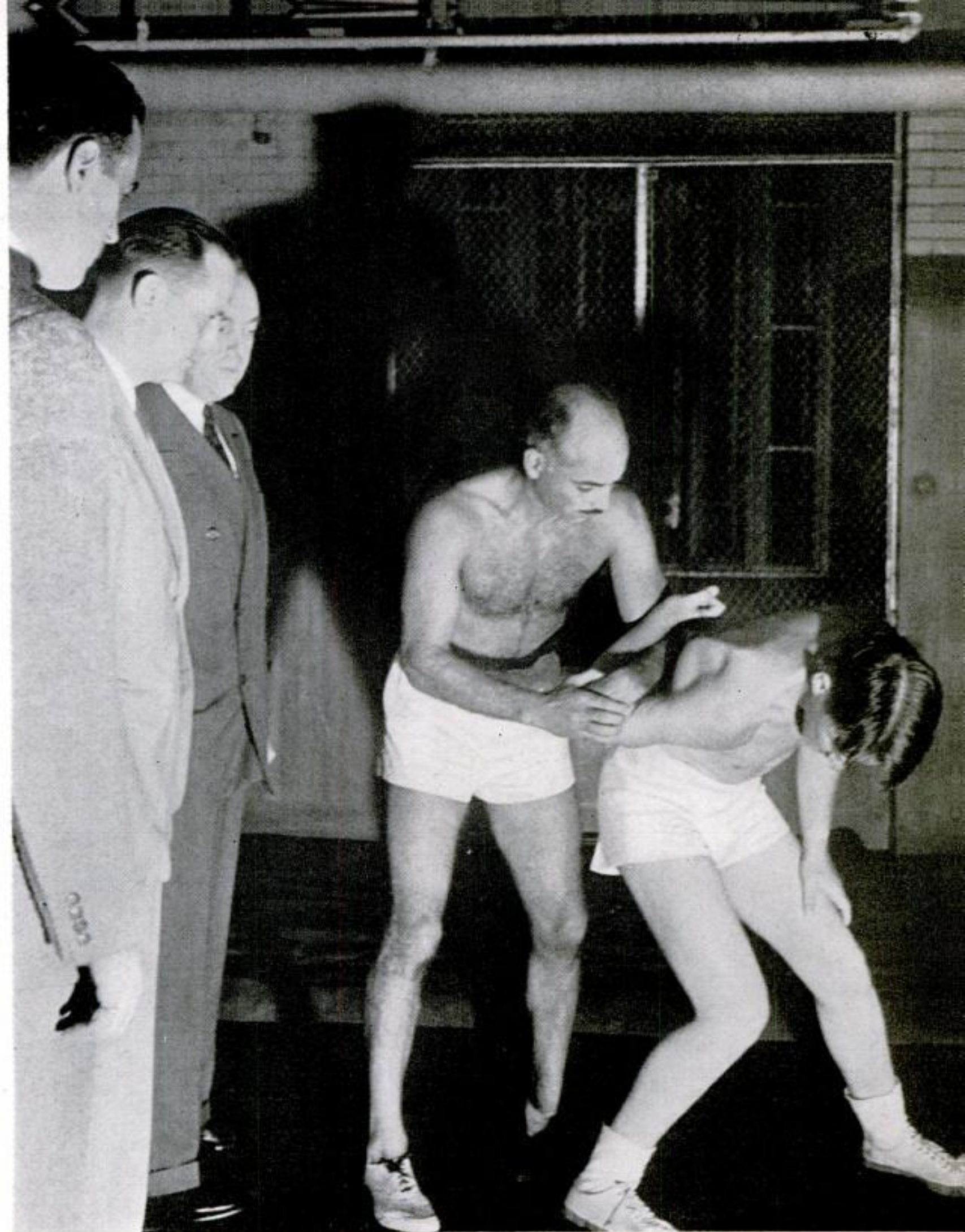
## SKILLS AT ANNUAL TRAINING SESSION



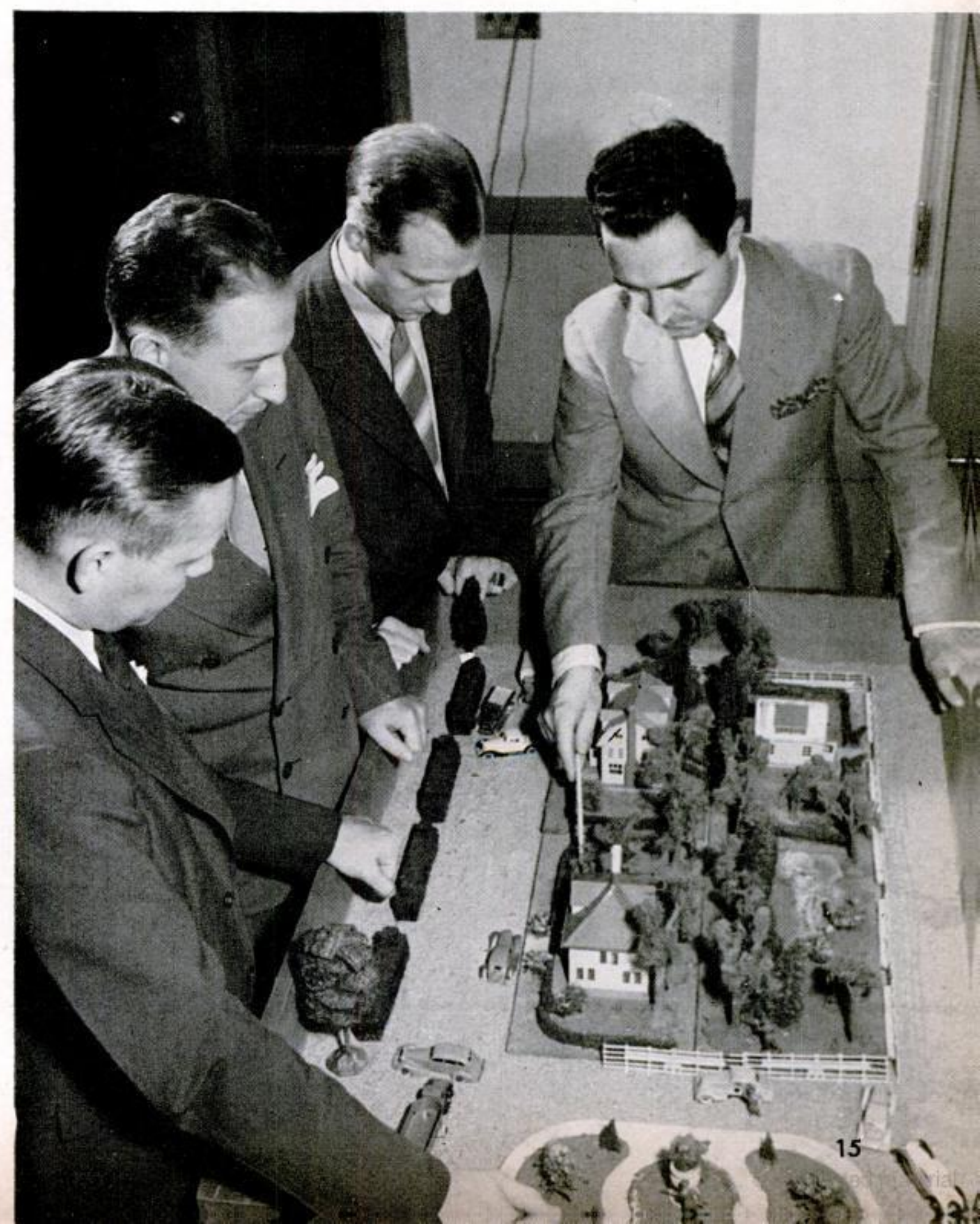
**A huddle on nomenclature** refreshes visiting agents' memories on gun parts. The agent at left holds the bolt of a Thompson sub-machine gun. The man next to him holds the frame. In left foreground is its buttstock and a Smith & Wesson revolver. Lying on ground (*center*) is a Super 38 automatic pistol. A gas gun is partially hidden behind the knee of the agent at right. G-Men must be able to assemble these gun parts in the dark.



agents also had to demonstrate their skill with Army rifles, automatic shotguns, sub-machine guns, tear-gas riot guns, automatic rifles and such standard items of field-office equipment as gas grenades, searchlights and parachute flares. Knowledge of law and accounting is more important to candidates for admission to the Bureau of Investigation than skill with firearms. But, once admitted, each agent must qualify as a marksman or better in monthly tests.



**Class in jujitsu.** FBI agents rarely require this type of self-defense but must be prepared for all contingencies. Below, a miniature raid is worked out on "The Country Place." Problems include allocation of raiders, blockade of all escape routes, elimination of possible cross fire, protection of raiders from observation, bystanders from injury. Agents in training often conduct practice raids on actual houses. Raiders who are seen by special observers before the moment of attack are considered wounded and must retire, re-plan advance.





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Japan gets blow from U. S.; Lewis' attack on Garner boomerangs; Hitler's paper advises on kissing

With the taste of Roosevelt blood in its mouth, the anti-third-term Republican-Democratic coalition in Congress last week continued unabated its savage harrying of the President and his policies. Gallantly fighting his losing battle, faithful Senate Majority Leader Barkley was chivied unmercifully through weary day-&-night sessions as opposition Senators tore great hunks out of the President's spend-lend



HULL

bill, reducing it by week's end from its original three-billion-dollar splendor to an ignominious \$1,640,000,000. But Franklin Roosevelt the fighter was still far from beaten. In the midst of his domestic rout, he reasserted the great powers of his office, forcibly reminding the nation and world and especially the Dictators that even though a recalcitrant Congress had refused to amend the Neutrality Act, to let him throw America's weight against aggressors, the President of the U. S. can still do plenty singlehanded.

At each fresh instance of Japanese attacks on American citizens, destruction of American property and encroachment on American rights in China, Secretary of State Hull has never failed to retort with words of protest. Last week the President and Secretary felt that the time had come to use "methods short of war, but stronger and more effective than mere words" against aggressor Japan. After the Neutrality defeat, Senate Foreign Relations Committee Chairman Pittman, a loyal Rooseveltian, got busy on a resolution to embargo shipment of American war materials to Japan. Objection was raised that such an embargo would violate the American-Japanese commercial treaty of 1911. On July 26, without waiting for the Senate to pass on a resolution favoring his act, President Roosevelt through his Secretary of State took the first step toward disposing of this obstacle by serving on Japan a required six-months' notice of America's intention to terminate the treaty.

The President's action was all the more significant because only two days before Great Britain, cornered in Europe by the Dictators and desperately anxious to avoid trouble in Asia, had lost face by acceding to Japan's demands for recognition of its "special requirements" in China. Chinese who had been disheartened and Japanese who had been jubilant at this back-down by mighty Britain had their emotions reversed by the U. S. President's dramatic move.

As Japanese officials stammered with shock, and all the world buzzed with speculation, Secretary Hull stood pat on his declaration that America's next move would depend on Japanese behavior during the

six-month waiting period. The implied threat of the American action was formidable, for Japan has been getting 56% of its essential war materials (especially scrap iron and oil) from America, only 8% from its German-Italian allies. Furthermore, America is Japan's biggest foreign customer, buying 20% of the silk and other exports which keep her economically alive. On the other hand, Japanese retaliation, either by a desperate naval thrust or a trade embargo, could be extremely serious for America. Japan, after Britain and Canada, is America's third biggest foreign customer (see table, col. 1). Indubitably, President Roosevelt had embarked the nation on dangerous seas. But public opinion appeared to be behind him. Published July 23, a Gallup Poll on the question "How far do you think the U. S. Government should go to protect American interests in China?" showed the following results: fight Japan, 6%; protest to Japan, 18%; stop all shipments of war materials to Japan, 51%; do nothing, 25%.

"Evil Old Man." "It's this sticky summer heat that's got old John L. Lewis as it does all fur-bearing animals. Normally John Lewis is a shrewd Labor politician and he wouldn't ordinarily deliver over to Vice President Garner the solid poker-playing, whisky-drinking support he did during his heat wave before the House Labor Committee. He's made old Cactus Jack a regular political glamor boy. . . . Now if Mr.



GARNER

Lewis had said that Mr. Garner was a cheese-paring, teetotaling, psalm-singing, puritanical old man he would have put him in the same class as Governor Dickinson of Michigan and would have made Mr. Garner look like a public joke."

Thus shrewd and sober Columnist Raymond Clapper on the Washington sensation-of-the-week: The explosion of the boss of C. I. O. when, appearing before the House Labor Committee to denounce proposed emasculation of the Wages & Hours Act, he traced anti-Labor agitation in Congress to "a labor-baiting, poker-playing, whisky-drinking, evil old man whose name is Garner." The Vice President has never made any secret of his fondness for rye whisky neat and a chance to draw to a bobtail straight. But Politician Lewis in attacking him had violated one of the first rules of American politics: Don't mention your opponent's personal life—a rule based on the public's habit of turning its sympathy to the one attacked. With public feeling running strongly against Labor excesses and internecine quarreling, there was more than bravado to the tilt of Jack Garner's cigar as, after laughing off the Lewis tirade, he pressed ahead with his Presidential ambitions for 1940.

**English Luck.** The luck of the English held last week. The Danzig crisis was fading out, though Germans went on taking over the Free City in all but name. The chances of a Russian alliance brightened, as Britain considered sending General Sir Edmund Ironside, Inspector General of Overseas Forces (LIFE, July 31) to Moscow for Army staff talks. The Irish Republican Army made the mistake of killing a honeymooning university teacher and wounding 18 others with a bomb in London's King's Cross Station.

Parliament passed a harsh police law and even Irishmen repudiated the IRA. Best of all, the U. S. temporarily rescued the white man's cause in Asia (see col. 1).

**Spaniards.** Spaniards' celebrated inability to get along with one another last week reached new highs. Inside Spain, a brilliant list of generals—Yagüe, Queipo de Llano, Moscardó, Solchaga—were fighting tooth and nail the proposal to make Generalissimo Franco's Fascist brother-in-law, Ramon Serrano Suñer, Premier and economic dictator. Outside Spain, the exiled Republican Government kicked out its longtime chief, ex-Premier Negrín, charging that he was sending only Communist refugees to haven in Mexico. They thereupon set up a bank in Mexico City with the \$50,000,000 they had sneaked out of Spain.

**"How to Kiss."** The softening effect Italy is having on its Axis partner, Germany, appeared last fortnight in Adolf Hitler's *Völkischer Beobachter*, headed "Kisses in the Summertime": "In order to achieve success in kissing, the man must observe the following rules. Leave at least one of the woman's nostrils free because she must breathe. Pencils and fountain pens should be removed beforehand from the breast pockets. Alcohol has a bad taste. Take off the hat because it will fall off in any case. Do not ask whether you may kiss her, because any decent girl would naturally answer no. For women: be sure that your lips feel soft. Leave hairpins, bosom brooches, heavy or knitted clothing, jewelry that scratches and non-kissproof lipstick at home. Do not expect every kiss to presage matrimony; otherwise you will miss all the fun. Do not try to be a Garbo, but comb your hair so that the man will not have trouble afterwards in removing it from his coat."

### PICTURE OF THE WEEK

Ordinarily, a meeting between the wife of the President of the U. S. and a Hollywood movie producer might be expected to produce a conversational dead end. Last week, however, when Sam Goldwyn and Mrs. Roosevelt encountered each other at the New



STORM

York premiere of the former's latest picture, *They Shall Have Music*, the situation was altered by the fact that Mr. Goldwyn is the employer of Mrs. Roosevelt's oldest son, Jimmy. Oblivious of other celebrities in the theater, Hollywood's No. 1 producer and the First Lady of the Land settled down for a brief heart-to-heart talk. Mrs. Roosevelt began by thanking Mr. Goldwyn for saying nice things about Jimmy to reporters. Their unique tête-à-tête continued as indicated on the opposite page. The sincerity of Mr. Goldwyn's admiration for Jimmy Roosevelt was attested even more loudly by Mr. Goldwyn's deeds than by his words to Jimmy's mother. In need of a West Coast publicity chief, Goldwyn asked Jimmy whom he could recommend. Jimmy proposed Fred Storm (inset), longtime White House correspondent for the United Press and one of Franklin Roosevelt's favorite members of the Washington press corps. Mr. Goldwyn promptly hired Mr. Storm.

UNITED STATES SOLD TO JAPAN:	JAPAN SOLD TO UNITED STATES:
Raw cotton \$52,850,000	Raw silk \$83,651,000
Petroleum, Gasoline, Lubricants \$49,659,000	Other textile products \$14,688,000
Iron, steel and other metals \$66,038,000	Foods (crabmeat, tea, etc.) \$10,405,000
Machinery, including automobiles and planes \$49,019,000	Chinaware, dishes, etc. \$3,714,000
Miscellaneous \$22,054,000	Miscellaneous \$14,362,000
<b>TOTAL \$239,620,000</b>	<b>TOTAL \$126,820,000</b>

JAPANESE-AMERICAN TRADE IN 1938





Mrs. Roosevelt to Mr. Goldwyn: "I'm so glad Jimmy  
is getting along nicely in Hollywood." Mr. Goldwyn  
to Mrs. Roosevelt: "I'm crazy about your Jimmy"



# IN MANCHUKUO, RUSSIA AND JAPAN ARE STAGING A DRESS-REHEARSAL FOR WAR

In one of the least civilized regions of the world—the desolate border between Soviet-dominated Outer Mongolia and Japanese-dominated Manchukuo—Russia and Japan have been waging a bitter border war for three months. As these first pictures of the conflict show, large bodies of troops and modern equipment are being used in what may suddenly expand into a titanic struggle.

On May 11 a group of Mongols were said to have

crossed the Khalka River which forms the border. Japanese outposts, pushing them back, ran into stiff resistance. By the time Japanese reserves came up, the Soviet-Mongols were entrenched, with heavy artillery, on the heights above the river. A heavy Japanese-Manchukuoan attack in early July dislodged them. Then both armies dug in on a nine-mile front, and took increasingly to the air. Russians bombed rail-heads 125 miles behind the lines. Japanese bombed

an Outer Mongolia airfield. Anytime Moscow or Tokyo decide they want a real war, the stage is set.

That a dress-rehearsal war is now being fought in Mongolia, on endless steppes where the only vegetation is sagebrush and wiry grass, is, however, a prodigious military feat. In summer the temperature rises to 140°. In winter it drops to 40° below zero. In this inferno the shadow of the Russian Bear falls like a black cloud across the rays of the Rising Sun.



**Japanese artillery shells** burst on Russian positions near Nomonhan, Manchukuo in early July when Japanese captured a strategic hill. Japanese guns are modeled on foreign designs.



**Shallow trenches**, quickly dug, served Japanese infantry in the battle. Trench zigzags to prevent enfilade by enemy's fire. Rifles are Arisaka 1907 model, long and unwieldy.



**Best Japanese troops** are these members of the Kwantung Army, here marching in a long, thin column on Manchukuo's flat plain toward the Mongolian front. This Army, 350,000 strong, has been used only sparingly against China,

is kept in Manchukuo in case of war with Russia. Japanese lack good planes, pilots & cavalry, need more trucks & tanks.





After a tank raid on Russian positions, the crew of a Japanese mechanized unit relaxes behind the lines. In the

background at the right are six-wheeled staff cars, camouflaged to resemble trees. But this camouflage, although it

fascinates the Japanese, is ineffective on such a flat, barren plain where even a real tree would attract attention.



A wrecked Russian plane, with the Red Star on its wing, is proudly exhibited by Japanese who have spread out the

empty machine-gun belts and other trophies. To date Japanese claim to have shot down 715 Soviet planes. Russians

claim to have bagged 215 Japanese planes. Neutral military observers consider both figures fantastic propaganda.





TWELVE GIRLS IN THE PARTY ARE SHOWN MUSHING THROUGH BAKER'S SNOWFIELDS 20 MIN. BEFORE AVALANCHE STRUCK. THREE (INDICATED BY ARROWS) WERE KILLED

## SIX KILLED AS SNOWSLIDE ENGULFS 25 ON SLOPES OF WASHINGTON'S MT. BAKER

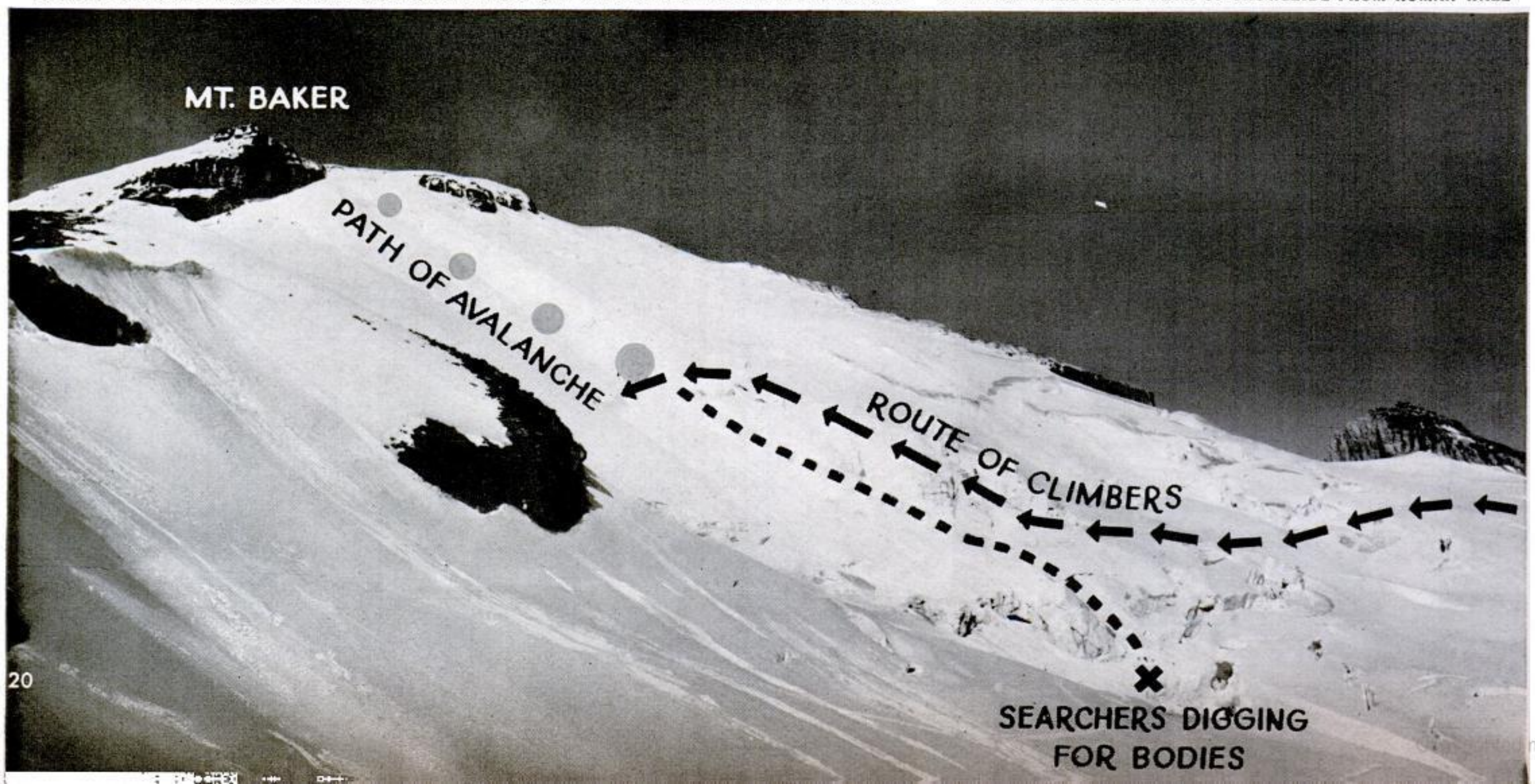
For 22 years students at the Western Washington College of Education, Bellingham, Wash., have scaled the snowy slopes of Mt. Baker, a quiescent volcano rearing nearly 11,000 ft. above the Pacific. On the morning of July 22 a party of 25 set out on a summer hike. Roman Wall, near the summit, was covered with a layer of fresh snow, on which heavy rains had fallen not long before. The sun beat warmly on the white snowfields and tiny rivulets began to loosen their sustaining banks.

Shortly after lunch the climbers, spaced out in three groups, heard a "little swish." There was no other warning. Above them they saw a dreadful white wave of snow and slush rolling down from Roman Wall. One of the leaders shouted "Dig in!" and the climbers sank ice axes and alpine stocks in the drifts at their feet. Then the wave surged over them, tore them away from their supports, swept them half a mile down the mountain. A few minutes later 19 battered climbers staggered to their feet and shook the snow from their shoulders. But six—three men and three girls—had been hurled to death over cliffs and into a deep crevasse in the worst mountaineering tragedy in the history of the Pacific Northwest.



The body of a victim, found in a 100-ft. crevasse, is lashed to a stretcher for the trip down. Mountaineers, forest rangers and CCC boys searched in deep drifts for the bodies.

IN 30-FT. DRIFTS AT BASE OF ROCKY CRAG (LOWER RIGHT) FOUR TINY FIGURES HUNT FOR BODIES. STREAKED AREA SHOWS PATH OF SNOWSLIDE FROM ROMAN WALL

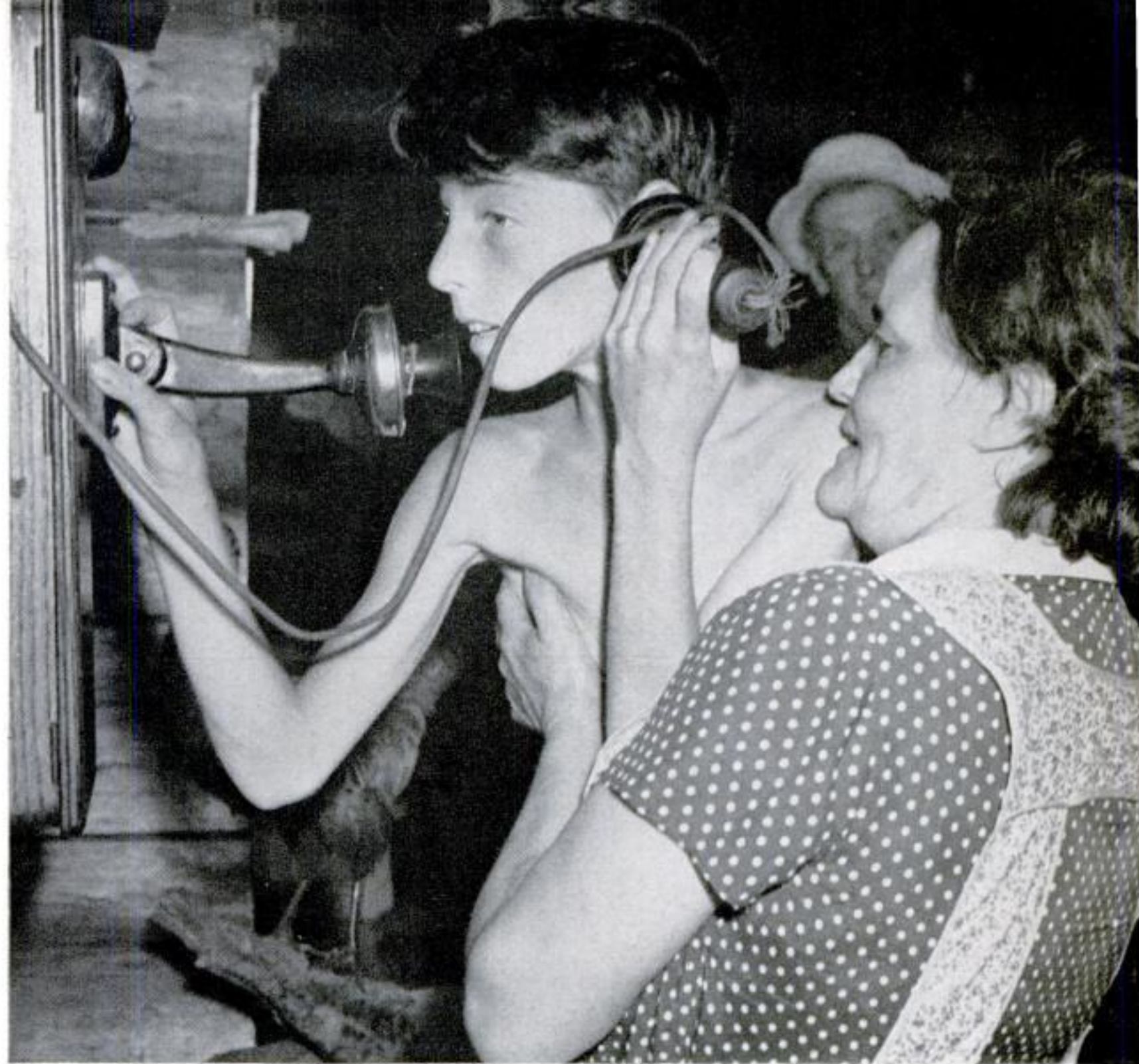




# HUNTED EIGHT DAYS IN MAINE FORESTS, BOY SCOUT FINDS OWN WAY BACK ALIVE

From the wilderness around Maine's massy Mount Katahdin there emerged on July 25 a naked emaciated boy for whose safety 300 searchers had long since abandoned hope. Eight days earlier 12-year-old Donn Fendler of Rye, N. Y., had vanished in mists on Katahdin's upper slopes. For eight days National Guardsmen, forest rangers, lumberjacks and guides had followed futile trails through the surrounding woods. All but his parents had despaired that, alone and without food, he might yet survive.

But Donn Fendler had always been more than ordinarily independent. Separated from his fellow climbers, unable to find a trail, he remembered something he had learned as a Boy Scout: *all watercourses lead to civilization*. Surrendering to no cold panic, he fought his way through trackless brush until he came to a stream. Then he followed it till he came to another. Brambles tore the clothing from his body. Black flies stung him unmercifully. Wild berries were his only nourishment. Thirty-five miles from Mount Katahdin Donn Fendler's courage won its reward. By the banks of the Penobscot River he found telephone wires and a camp. What came next is shown in the pictures on this page.



"I'm all right, mama," Donn Fendler assures mother on reaching forest camp after week's wandering in woods. Mrs. Nelson McMoarn, whose husband runs the camp, supports him.



His sleeping bag was an old burlap potato sack which he found abandoned in the forest.



Fourteen miles by canoe down the Penobscot's East Branch was first leg of Donn's journey back to civilization. He is carried here by two uncles.



Bundled in blankets, he relaxes in canoe behind doctor who went to the camp, treated him for exposure and malnutrition.



After his canoe trip Donn is transferred to an ambulance for 83-mile drive to Bangor, Me.

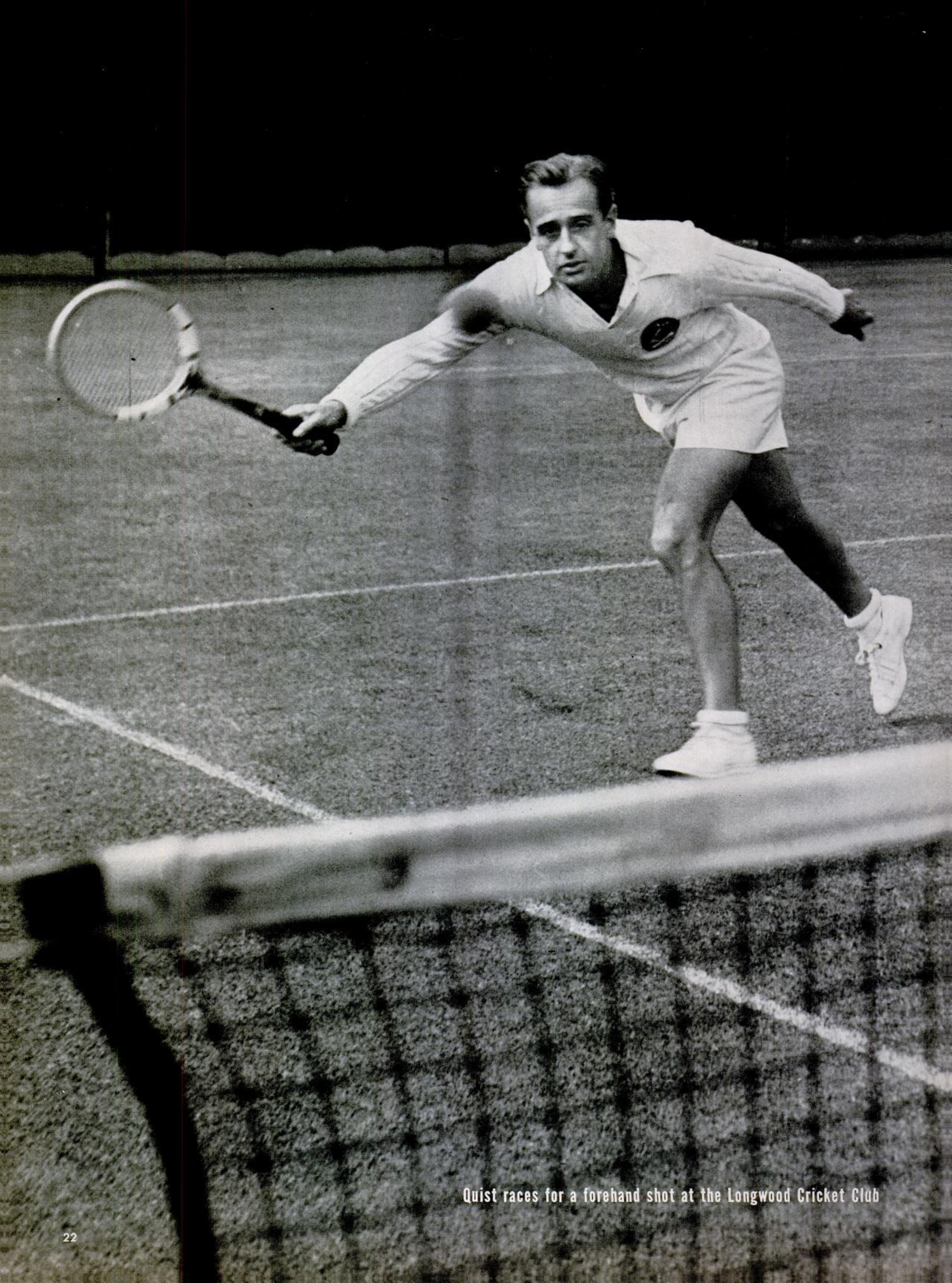


"Thank God, you're safe," sobbed Mrs. Donald Fendler to her son in ambulance. Sobbed Donn: "Gee, I'm glad to see you!"



In Bangor, Donn is reunited with father, who injured eye during search. With them is Guide McMoarn, who found Donn outside his forest camp.





Quist races for a forehand shot at the Longwood Cricket Club

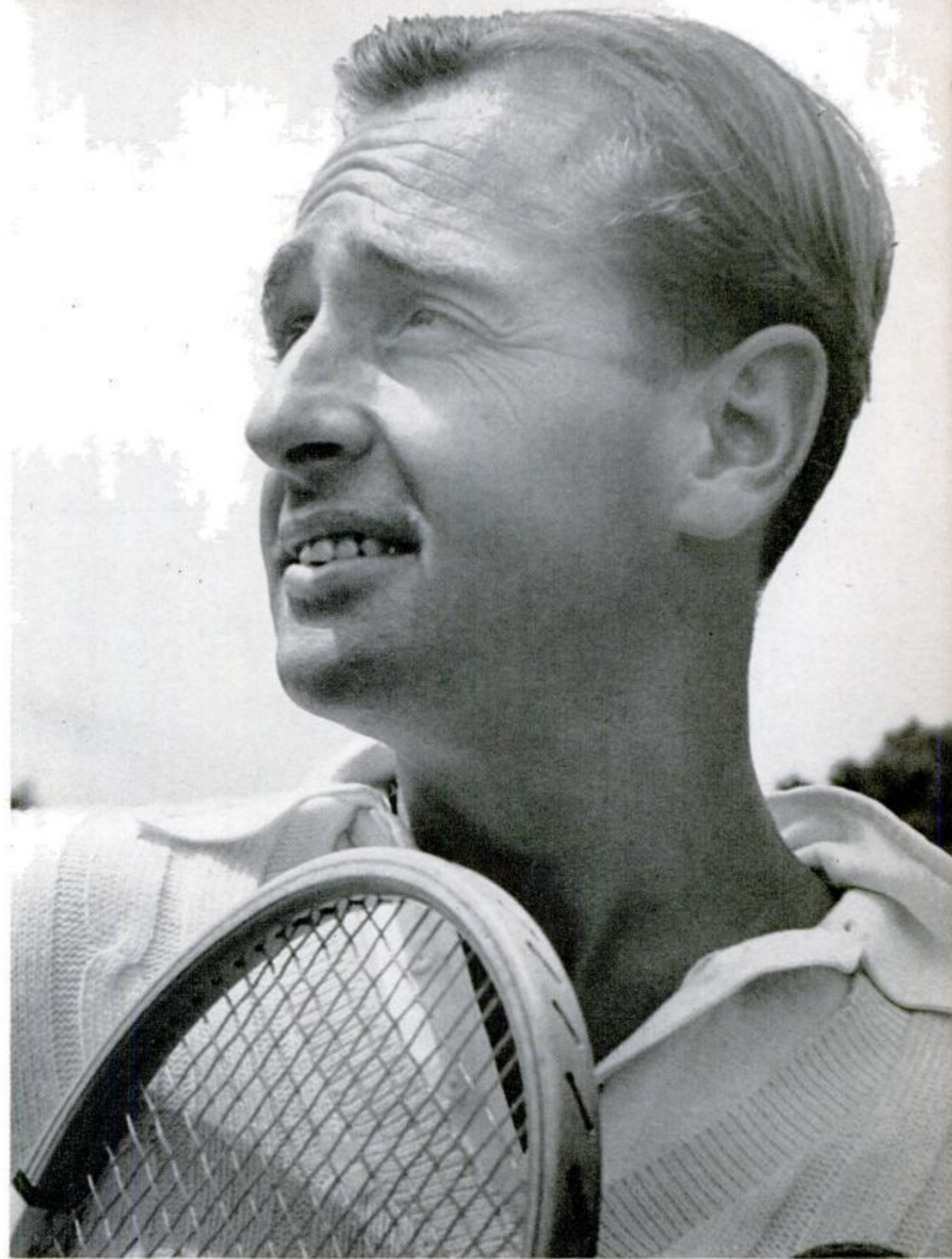


# AUSTRALIA MAY WELL LIFT DAVIS CUP

**O**n July 23, when the best amateur tennis players in the world had gathered at the Longwood Cricket Club, Chestnut Hill, Mass., a smiling little Australian named Adrian Quist stole the newspaper headlines. By trouncing Gene Mako in straight sets, 6-1, 6-2, 6-4, he became the first Australian since 1925 to win the famous Longwood Bowl.

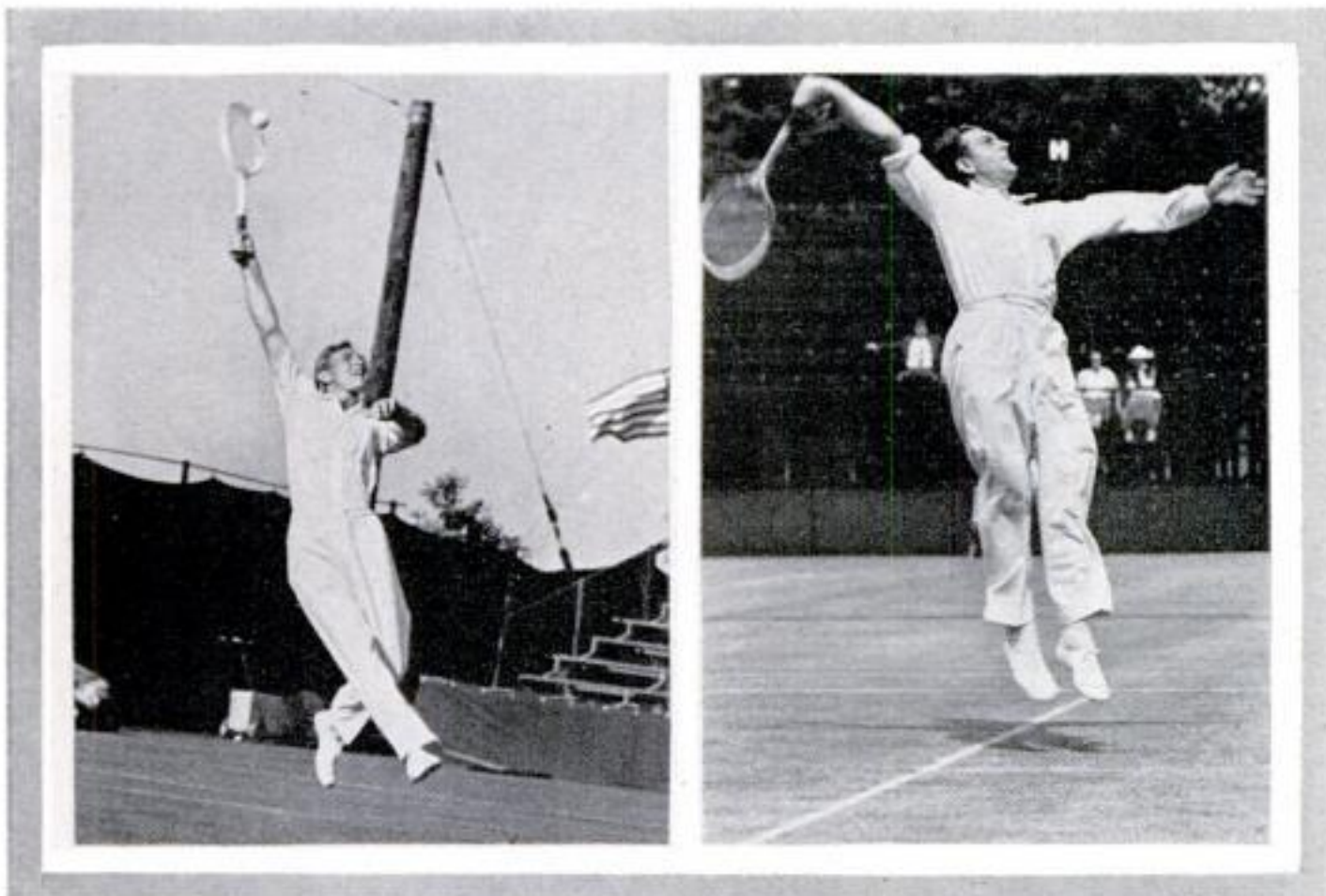
Quist's victory sent chills down the spines of U. S. tennis moguls. Already the Davis Cup looked as good as lost. Quist has long been a great tennis player but this year, apparently, he is better than ever. Last year it was his service that caused him trouble (*see below*). In the Davis Cup finals alone, five footfaults were called on him. Now he does not footfault, his service is faster, has more spin. His forehand drive is stronger and his lobbing more skillful.

Quist is not the only Australian playing great tennis in the U. S. this summer. Back once more is aging Jack Crawford, paunchier and slower but still the game's best stylist. Then, teamed with Quist for the Davis Cup battles is young Jack Bromwich, Australian champion. After winning the Davis Cup, either Bromwich or Quist may well go on to become U. S. national champion at Forest Hills next month.



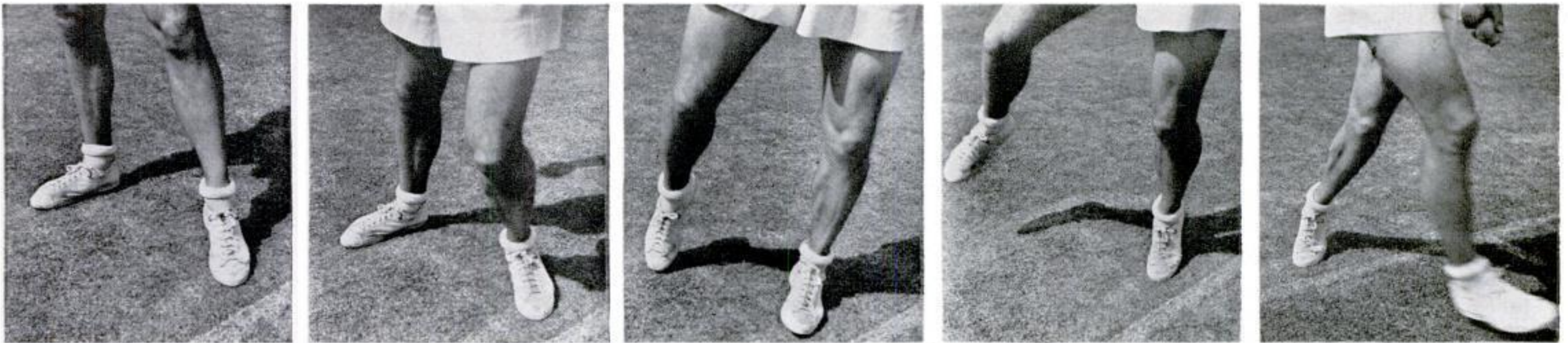
**Adrian Quist is 26**, handsome, tanned, with sandy brown hair. He lives in Melbourne, works for a sporting goods company. He first

played in the United States in 1933. The best parts of his game are sound ground strokes and depth and pace from forehand and backhand.



**BROMWICH (LEFT) IS AUSTRALIAN CHAMP. CRAWFORD (RIGHT) WAS WORLD CHAMP**

## How Quist served last year



**Two inches from the base line** was where Quist stood to serve in 1938. As his weight came far forward and he hit

the ball, it was easy to step, too soon, over the line. More often, however, Quist footfaulted by hopping with his left

foot, while his right was already in the air. It is against the rules to lose contact with the ground while serving.

## How Quist serves this year



**Ten inches behind the base line** is where Adrian Quist stands to serve this year. As his weight comes forward,

his legs are close together and it is impossible for him to step across the line before he serves. With better timing,

he has eliminated the need for a hop with the left foot. Only after the ball is well on its way does he step over the line.





**First British conscripts** to arrive at the Surrey barracks at Kingston were put into the Mons Squad, so called in honor of Britain's valiant Retreat from Mons in August 1914. Here they have just been issued Lee Enfield rifles, steel

hats, knapsacks, mess tins and duffle, as shown on opposite page. One boy arrived with a wicker basket from which he released a carrier pigeon to take home the message, "Mother. Arrived safe, all's well." Another brought golf clubs.

Below, young Britons try the long, arm-swinging British Army march. They are wearing fatigue uniform. War Minister Hore-Belisha had just told them, "You are the guests of the nation." Total British land forces now: 900,000.





# BRITAIN ARMS FIRST CONSCRIPTS AND CALLS THEM "MILITIAMEN"

Part of the British boast that "Britons never, never shall be slaves" has heretofore been that unlike Germans, Frenchmen and Russians they shall not be conscripted for the Army in peacetime. In all England's history there had been but two mass conscriptions, both in wartime—1916 and Cromwell's New Model Army in 1645. Then, three months ago, Britain faced with German might, passed a law giving young Britons six months of military training when they reach 20, in war or peace whether they want it or not.

Shown on these pages are the first conscripts called on July 15—34,000 young men who were between 20 and 21 when the law went into effect. About 300,000 have been entered on the Military Training Register, of whom probably 200,000 will be called this year. Some 4,000 have had themselves listed on a Register of Conscientious Objectors and must prove their conscientiousness before local courts. The conscripts cannot be fired by their bosses when they finish their terms. They get \$2.50 a week. Their wives (of whom there are few among 20-year-olds) get \$4.25 a week. Total cost to England this year will be \$125,000,000. Prime Minister Neville Chamberlain has insisted that the conscripts be called "militiamen," which they certainly are not. The idea is the familiar British one of putting a good face on an unpleasant fact by giving it a pleasant name.



**Queen Mary** welcomes young conscripts to the British Army at Shorncliffe. These are the 13th/18th Royal Hussars, of which she is Colonel-in-Chief. For

the sake of glamor, this drab uniform covered with pockets is known as "battle dress." The Royal Hussars used to be crack cavalry, are now mechanized.



**Barracks washstand** at Arborfield Depot near Reading. Sergeant at right is clowning with conscript's ear. Officers made a point of being democratic with

new men, who were fed amazingly well. Italian newspapers sneered heavily about "five meals a day" and "scented soap." Below: a propaganda picture.



**Drawers, socks, sweaters, two soaps, tooth and shaving brushes, towels, three blankets** are issued to Mons Squad shown also on opposite page.





# SIBELIUS IS SERENADED WITH FOLK SONGS BY TOURING YALE GLEE CLUB

In the midst of a Finnish forest, in a rustic log lodge, lives Jean Sibelius, greatest of living composers. Few visitors are permitted to disturb the seclusion of the big, bald-domed, fierce-eyed Finn, now 73 years old and rumored deep in composition of his eighth and ninth symphonies. Early last month Sibelius made exception, opened his gates for 60 U. S. collegians, the Yale Glee Club on a summer tour of Europe.

In three noisy busses the students rattled up to the lodge at Järvenpää, 20 miles from Helsingfors. In the garden they admired Mme Sibelius' peonies. To their host on the balcony, they sang *Show Me the Scotchman* and Yale's *Mother of Men*. Sibelius escorted his guests to a punchbowl, asked for an encore and got *My Johnnie was a Shoemaker*. Then, although he speaks half a dozen languages, he made them a speech of thanks in Latin.

Sibelius visited the U. S. in 1914 and received a Doctor of Music degree from Yale. Although active for his 73 years, he has lately been in poor health and has grown more retiring than ever. Believing his music should be judged on its own merits, he refuses to discuss himself or his unfinished work. Having heard himself referred to as "a sphinx," he habitually replies to English-speaking questioners, "I, Sphinx." He does most of his composing while tramping in the forest. Although he has long been camera-shy, on leaving, his visitors persuaded him to pose (*below*). Said he at the battery of clicking Yale cameras: "This is just like being in a war."



No fascist salute was this pose of upright, 73-year-old Jean Sibelius, but a farewell to his guests. *Finlandia* expresses his only politics, strong love of Finland.



On villa balcony, Sibelius waves his arms in appreciation of singing in garden below. Villa Ainola, his home for 35 years, is built of logs, field stone. Sibelius gets a modest pension from the State.



Yale singers, some with cameras, were directed by Marshall Bartholomew (*left*) in the garden. The formal English garden, the Sibeliuses' pride, contrasts sharply with wild pine woods in background.



In Sibelius' punch, Yale singers (with Finnish newswoman, *left*) drink their host's health. With his wife he lives simply, but likes good food, cigars, wine, and best of all, good whisky in cut-glass tumblers.



Hear them **CRACKLE !**

And see them **FLOAT !**

**DELICIOUS...**

*Lastingly Crisp!*



● Want to put a real spark of enthusiasm into breakfast? Want to be a hero to your family? Sh-h-h! Kellogg's Rice Krispies are the answer!

In just two bites you'll realize how completely different they are . . . you'll know why they're such a sensational favorite in millions of homes.

Every spoonful, first to last, is so crunchy-crisp. Brimming over with the rich, fine flavor that only Kellogg's patented process can give. Rice Krispies are "oven-popped," you know, then toasted in a special way.

Make breakfast an "occasion" at your house. Order Kellogg's Rice Krispies now. They come to you with their crisp freshness protected by Kellogg's new and exclusive inner-wrap, which is completely "Waxtite" heat-sealed at both top and bottom.

**"OVEN-POPPED" BY KELLOGG'S PATENTED PROCESS!** Rice Krispies are absolutely unique in form. They'll float for hours in milk or cream. Product and process are protected by United States Letters PATENT NOS. 1,925,267; 1,832,813.

Copr. 1939 by Kellogg Company



Sensational offer! Large, colorful nursery-rhyme pictures by Vernon Grant, artist who created the characters "Snap!" "Crackle!" and "Pop!" See back of Rice Krispies package.



*Says Joan Crawford:* "I know a winner when I see one"



Joan Crawford, glamorous M-G-M star, who has won everyone's heart in her newest movie, "The Women," is caught here by the cameraman in a vivacious mood:

"Recently," says Miss Crawford, "I was shown a new silver pattern—and I've been enthusing about it ever since. It's 'First Love,' 1847 Rogers Bros.' newest.

"That pattern will be a tremendous hit," I prophesied.

"Right!" I was told. "Only you don't mean *will be*—you mean *is*!"

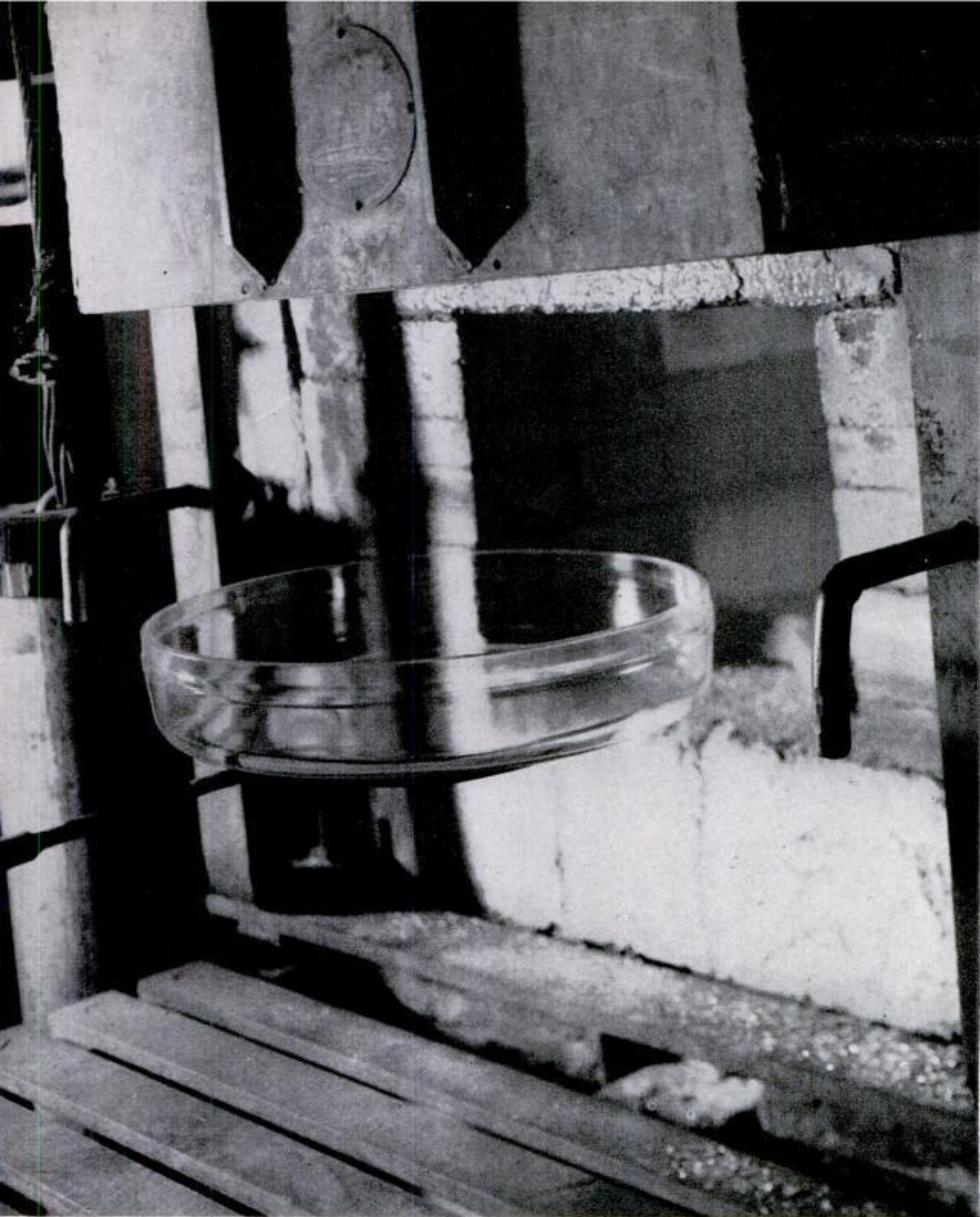
"It seems 'First Love' has been topping all records for months. Today, it's far and away the most popular pattern ever created. When you examine it, you'll see why—its simple loveliness, its restrained richness, make it lastingly beautiful."



**Which—for your lifetime choice?** Perhaps Miss Crawford's selection, "First Love," is also yours. This pattern is truly unique, for it brings to silverplate, for the first time, the deep-etched detail, the high-raised motif of sterling. Next comes "Marquise," which has the ornate beauty of an old jewel setting. Another 1847 Rogers Bros.' beauty is "Lovelace." Note its delicate orange-blossom design, its piercing. However, if you love the simple designs of long ago, you'll love "Legacy" or "Sylvia"—each equally at home with Colonial or modern things.

But then, all the 1847 Rogers Bros.' patterns are beautiful—with the lasting beauty of truly fine design. Only a house rich in tradition could have created them. And part of the worth of every piece is that proud year-mark on the back—1847—a mark which has meant "the best" to generations of Americans. Yet a 32-piece set of 1847 Rogers Bros. Silverplate, in a handsome chest, costs but \$33.50 and can be purchased on easy terms. Why not see your dealer tomorrow? International Silver Company, Meriden, Conn.





A POROUS GLASS PLATE 10½ IN. IN DIAMETER GOES INTO THE OVEN (LEFT) AND COMES OUT AN INCH AND A HALF SMALLER (RIGHT)

## NEW "SHRUNK GLASS" WITHSTANDS 3600° F. HEAT

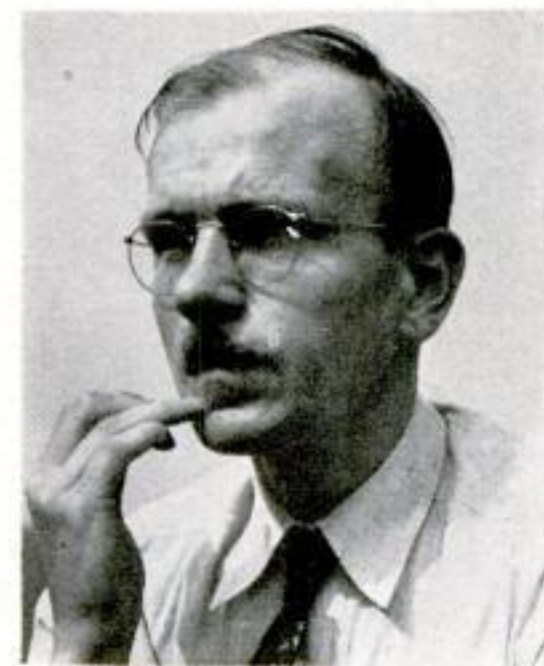


H. P. HOOD, CO-INVENTOR

The biggest problem in a glassmaker's life is to find ways of making his glass so tough that it will not crack after intense heat. When ordinary glass is heated to oven temperature it expands so much that sudden cooling and contraction will shatter it. The Corning Glass Works produces a low-expansion glass—Pyrex—but even this has not been tough enough to withstand high temperatures.

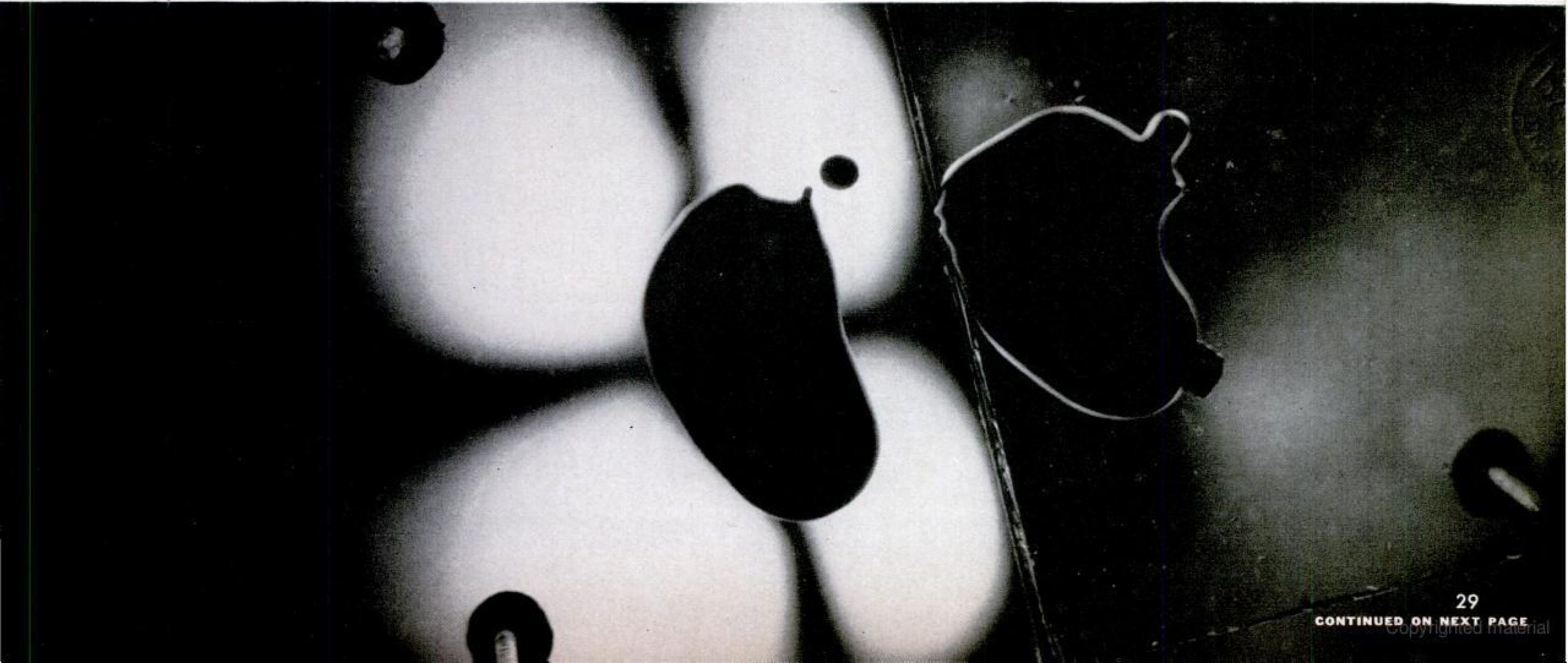
By a new process, invented by H. P. Hood

and Dr. Martin E. Nordberg of the Corning research staff, glass can now be made that expands only a quarter as much as Pyrex ware and can withstand a temperature change of 3600° F. without breaking. The new process is simple. By heat treatment, borosilicate glass is separated into harder and softer components. The softer glass is dissolved away by nitric acid, leaving a porous structure of very hard glass. This is then shrunk by heat until solid (*above*).



DR. MARTIN E. NORDBERG

MOLTEN METAL POURED ON ORDINARY GLASS (LEFT) SETS UP STRAIN PATTERNS SEEN BY POLARIZED LIGHT. SHRUNK GLASS (RIGHT), SIMILARLY TREATED, SHOWS NO STRAIN







## Flame and ice won't crack glass

Heat of 3600° F. from the flame of the gas-oxygen torch playing upon the bottom of this shrunk-glass dish is not enough to crack it, even though it is resting on a cake of ice. The only result of this test is to melt the ice directly

under the dish. Until the recent invention of shrunk glass, the only transparent material strong enough to withstand treatment like this was fused quartz, which is not only expensive but also extremely difficult to manufacture and shape.



Most famous woman photographer of our time is attractive Margaret Bourke-White. From the earth's far corners she has brought back brilliant photographic essays—on Russia, Czecho-Slovakia, Hungary. With her author husband, Erskine Caldwell, she has just published the significant book "North of the Danube." A gracious hostess, Mrs. Caldwell entertains frequently at her Connecticut home



#### REPORTS FAMOUS

### MARGARET BOURKE-WHITE

"You'd be surprised how many of my guests select wine"



Margaret Bourke-White puts her camera to work on all kinds of occasions. This shows her after a forced landing in the Arctic

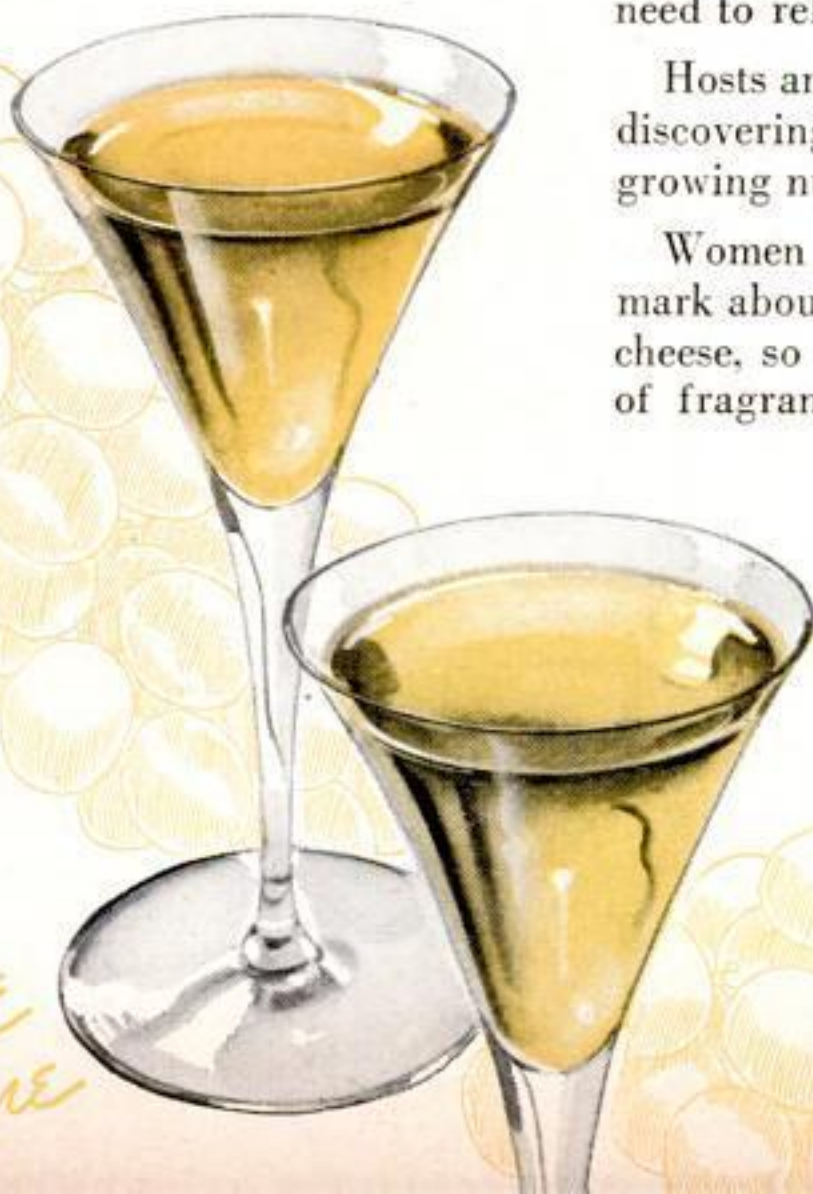
#### ALL YOU NEED TO KNOW TO SERVE WINE

There are many varieties, but only two main types of wine. First there are wines made to serve with meals . . . called *table* wines, usually made "dry" (without sweetness) to blend with food flavors. Second there are wines for use at other times of the day . . . called *sweet* wines. At all times, the wine you like best is the best wine to serve.

**SWEET WINES:** A famous "sweet" wine is Sherry, rich and nut-like in flavor. Serve this mellow amber wine with appetizers before dinner or at any time in the afternoon or evening. (California Sherries are also made dry and medium dry.)

**DRY WINES:** A delightful mealtime wine is bright, ruddy Claret. Light, with a pleasant tartness, Claret brings out the full delicious taste of food. Serve Claret with your main course. A nice serving is half the size of a water goblet.

Be considerate  
serve wine



**"The busiest people are the ones who most need to relax. And they're also the ones who wish to be moderate"**

"Nowadays I like to offer every guest at my home a choice of beverages," says Mrs. Erskine Caldwell (Margaret Bourke-White). "I notice more and more of my guests are choosing wine—as I often do myself. Because when I need to relax I prefer to do so moderately."

Hosts and hostesses from coast to coast are discovering it. These strenuous days, they find, growing numbers of their guests prefer wine.

Women entertaining in the afternoon remark about it. With cakes or with wafers and cheese, so many wives now like just a glass of fragrant, amber Muscatel—or Hock, a pleasingly delicate white wine.

Evenings too. Hosts find that before dinner more and more

men favor a cocktail-size glass of Sherry. Or a taller glass of ruddy, delightfully tart Burgundy complementing the main dinner course. Or later in the evening, a fine mellow Port which you savor like a connoisseur—slowly sip, linger over.

That is one reason more people choose wine as their beverage today than ever before. They have found out that wine goes best with *leisurely* enjoyment—with unhurried living.

You will discover that wine tastes best when you sip it. There's no urge to bolt wine down.

Try it at your house. When next you have guests in, offer them an opportunity to choose wine—as Mrs. Erskine Caldwell does. You'll be pleased to see how many will prefer it.

**The Wines of California:** In the most discriminating households the good wines of our own country are usually served today. Actually more than 9 out of 10 hosts and hostesses are choosing wines grown here. The wines of California, for example, are grown to strict standards of quality. True to type. Well developed. Inexpensive.

This advertisement is printed by all of the wine growers of California, acting through the Wine Advisory Board, 85 Second Street, San Francisco

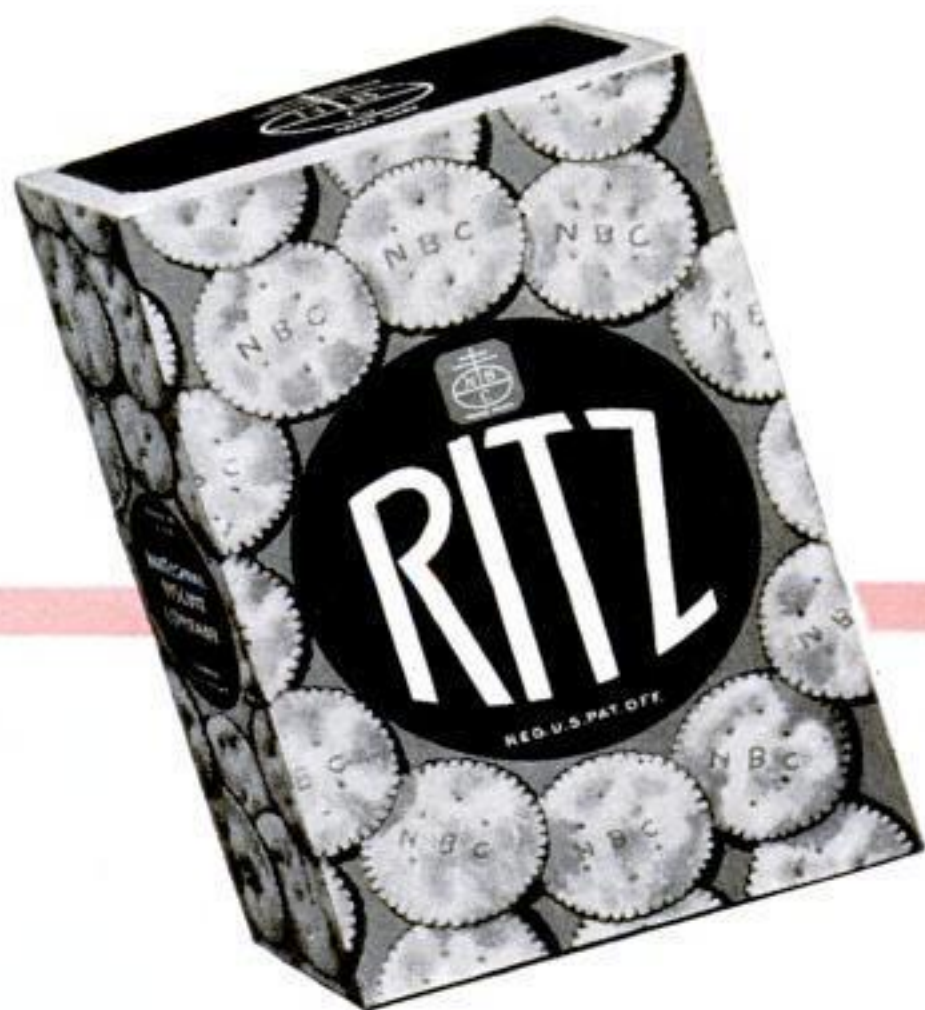


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**"I'll take a chance  
on being an old maid!"**

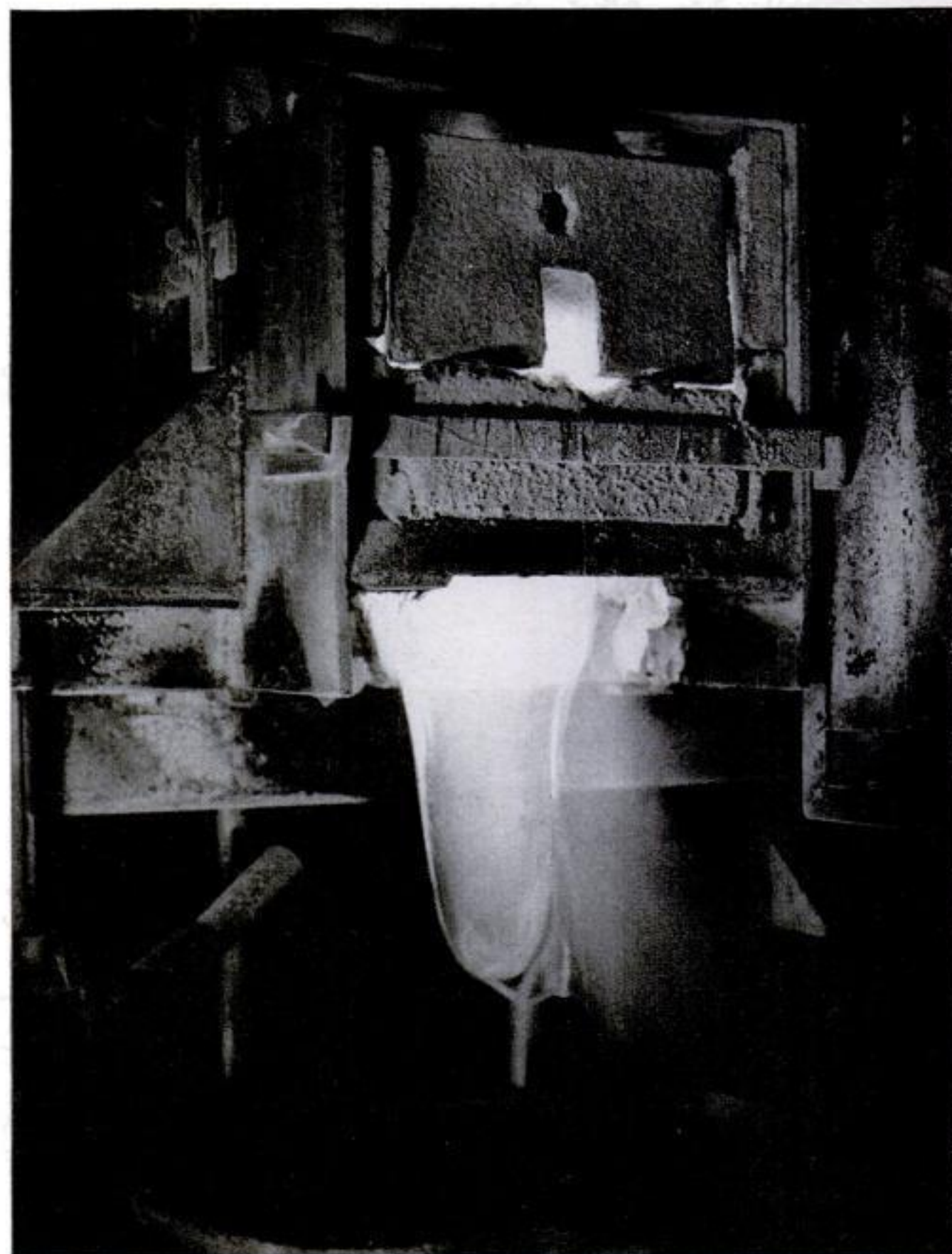


**But you take no chances** when you serve Ritz! For Ritz is the most popular — the largest selling cracker in America. Here's crunchy, golden goodness that's irresistible. Grand with drinks, salads, milk, soup — glorious right out of the package. But remember — *only* Ritz tastes like Ritz! It has a unique nut-like flavor — a tempting, delicious crispness which is *sealed in* by a special baking process. If you want a cracker that stays *fresh* 'til the last one is eaten — be *sure* that you ask for Ritz! Get a big package from your food dealer today.

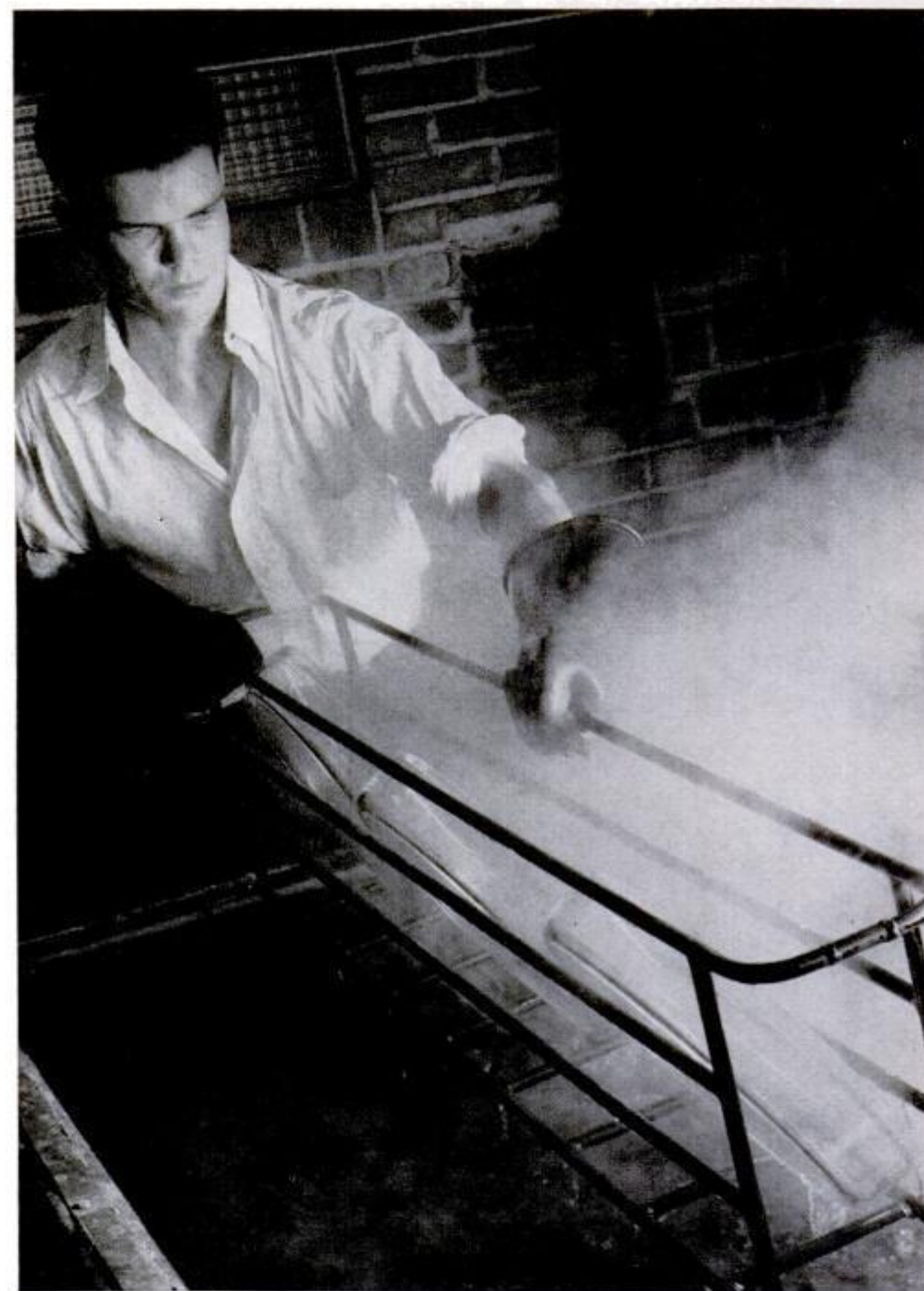


**A PRODUCT OF NATIONAL BISCUIT COMPANY**

## Shrunk Glass (continued)



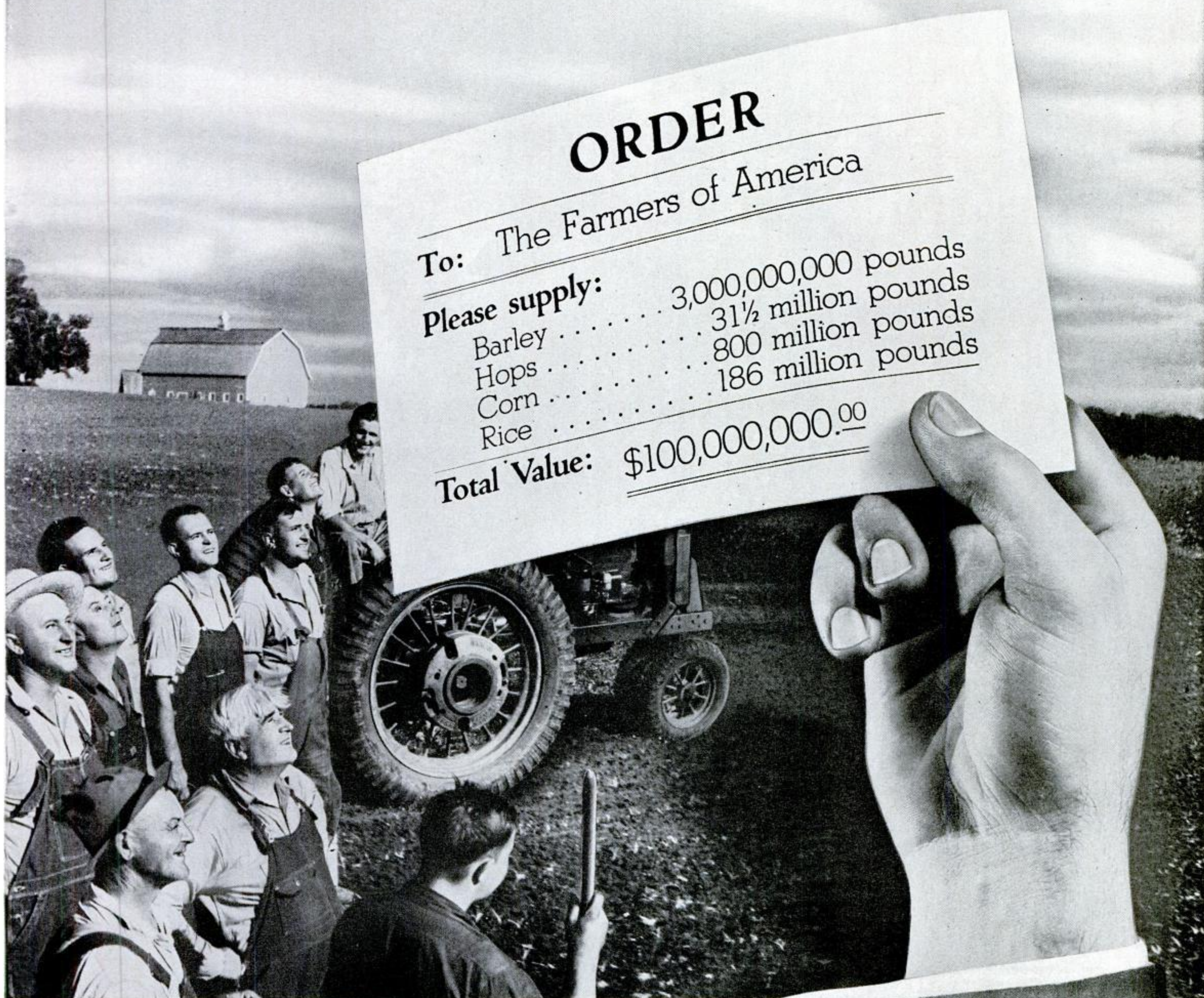
Molten glass of an ordinary borosilicate type is poured. It is then heated to separate it into soluble and insoluble "phases." These photographs were taken in a pilot plant. "Shrunk glass" will not be commercially produced for some time.



An acid bath is the second step in the processing of shrunk glass. The nitric acid of the bath eats away the soluble portion of the glass. The final step is to re-heat the porous glass so that it shrinks to a hard and homogeneous clear mass.



# IT BRINGS A LIVELIHOOD TO THOUSANDS OF FARMERS



Six years ago, before re-legalization, almost nothing. This year, around **100 million dollars!** Beer crop purchases give farmers the finest kind of "farm aid" . . . cash sales.

Brewing and beer distributing also support **a million workers** in respectable jobs.

And beer pays around **400 million dollars in taxes** a year . . . what a help to taxpayers and government treasuries!

How can we keep these benefits . . . for you and for us? Brewers realize this depends on keeping beer retailing as wholesome as beer itself. True, they cannot enforce the laws.

But they can . . . **and will** . . . cooperate

with all local law-enforcement agencies.

That, in fact, is the basis of the brewers' unusual plan of self-regulation . . . the "clean-up or close-up" plan. Carefully developed, and applied in several states, it is showing tangible gains. It will be extended into a few more states this year, even more next year.

Brewers cannot usurp legal responsibility, but they are creating, within their own industry, a strict code of social responsibility.

**FREE BOOKLET**, describing details of this plan, will be sent you on request. Address: United Brewers Industrial Foundation, Dept. A6, 21 East 40th Street, New York, N. Y.

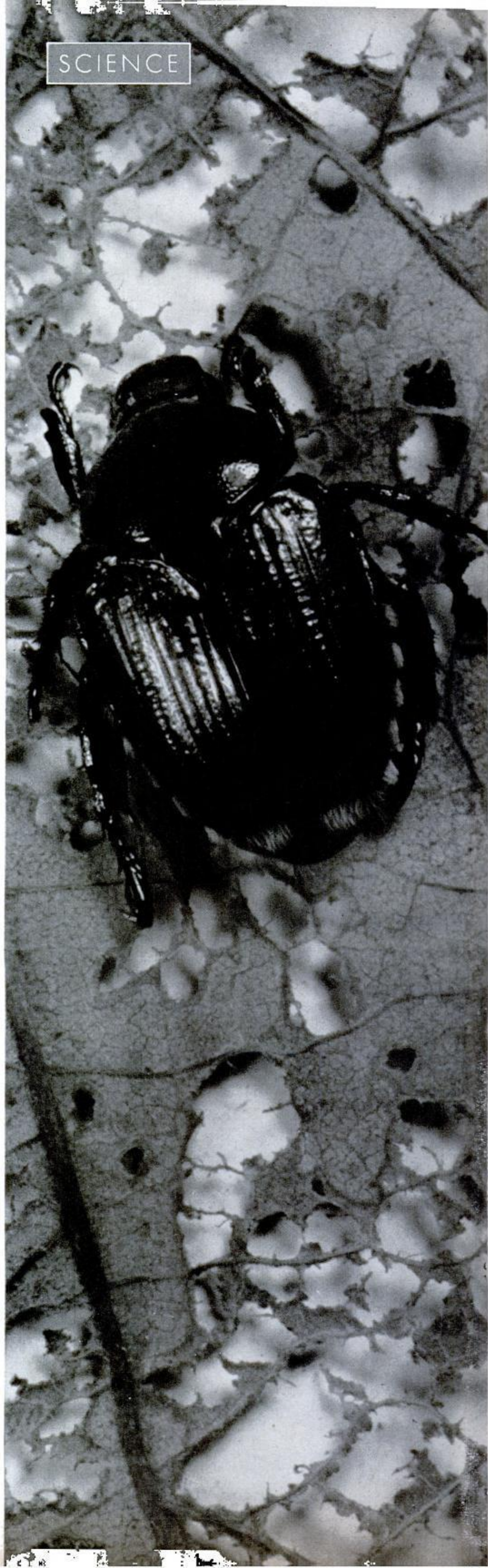
## THE BEER INDUSTRY

### BEER . . . A BEVERAGE OF MODERATION FOR THE NATION





# Cars run sweet on Mobiloil





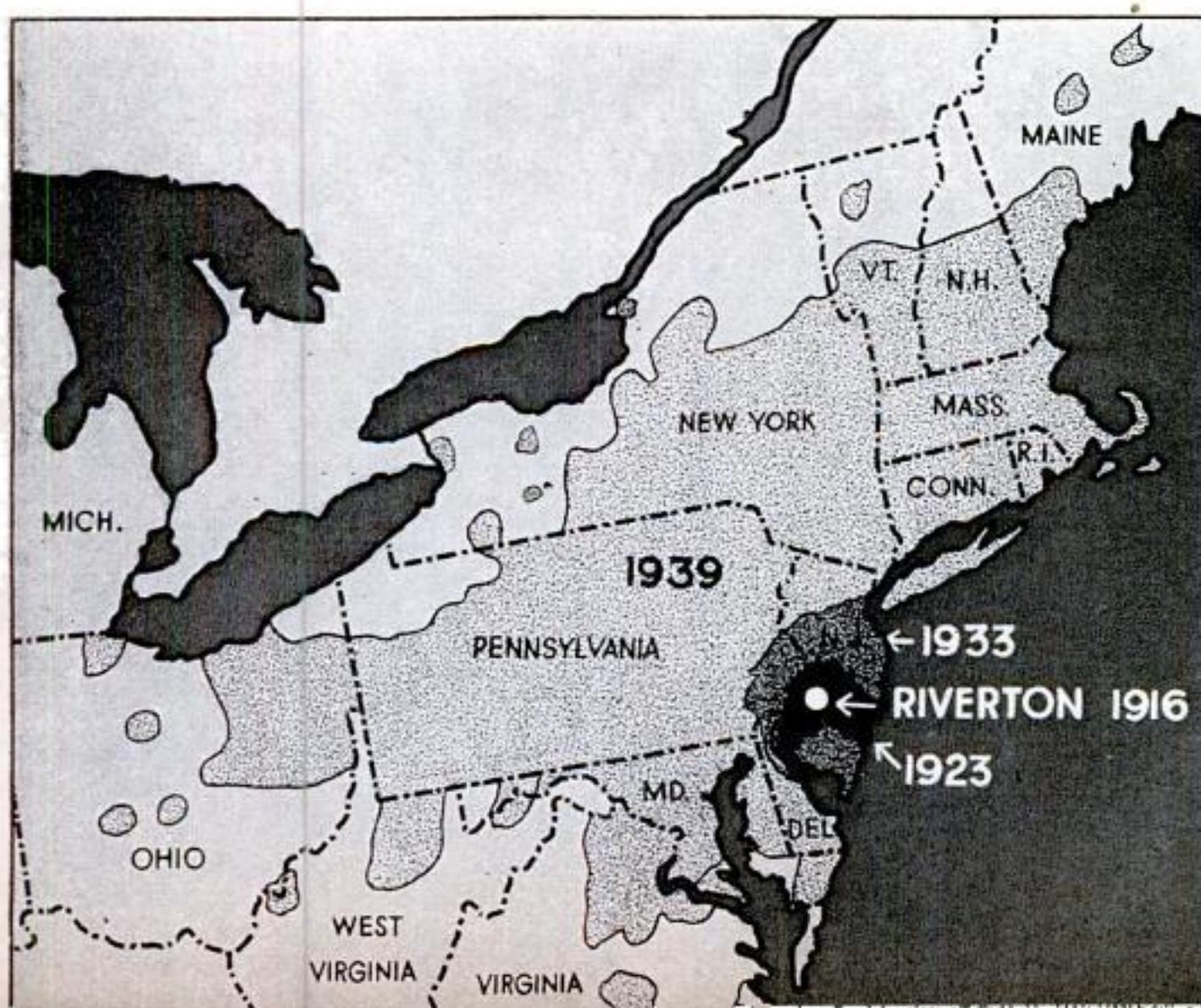


JAPANESE BEETLES EAT MORE THAN 200 VARIETIES OF VEGETATION

## JAPANESE BEETLES PLAGUE 17 STATES

In 17 States this summer the half-inch-long green and copper beetle, whose magnified picture appears on the opposite page, and his handiwork—skeletonized leaves and chewed-up blossoms like that of the rose above—are a familiar nuisance. From the beginning of July, when the first Japanese beetles come out of the ground, to the middle of August when the last hatches begin to die, these pesky insects swarm on trees, vegetables, plants and flowers, eating voraciously and destructively and causing an estimated \$3,500,000-worth of damage. Hardest hit are apples, corn, roses and elms, which are among the beetles' favorite foods. In addition, thousands of acres of grass are killed each year by the larvae of the beetles, which feed on its roots.

The Japanese beetle is not a native plague. In 1916 half a dozen beetles were found in Riverton, N. J., having probably been imported as larvae in the roots of plants from Japan, where it is kept under control by insect enemies not found here. The vegetation in this country has been more to the beetles' liking, and they have increased and spread by their own flight as far as Ohio, Virginia and Maine, in spite of sprays and the use of parasites. Even Department of Agriculture quarantines have not halted the widening circle of their advance, as shown on the map below. The beetles have also been found on the Pacific Coast.



# GET Mobiloil FOR *Balanced Protection*

JUST HOW GOOD IS YOUR CAR...have you ever driven it at its best?

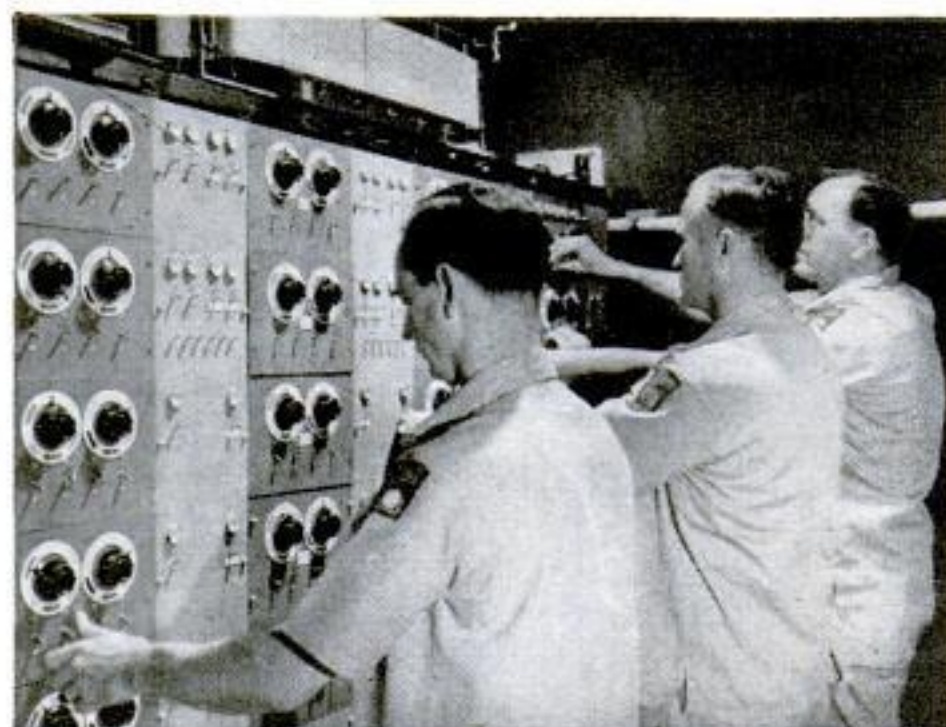
The way to find out is: try Mobiloil!

This oil meets every demand of modern motors: resists high heats—wear—clogging gum and carbon. Saves fuel by reducing "oil drag" in close clearances! Socony-Vacuum Oil Co., Inc.

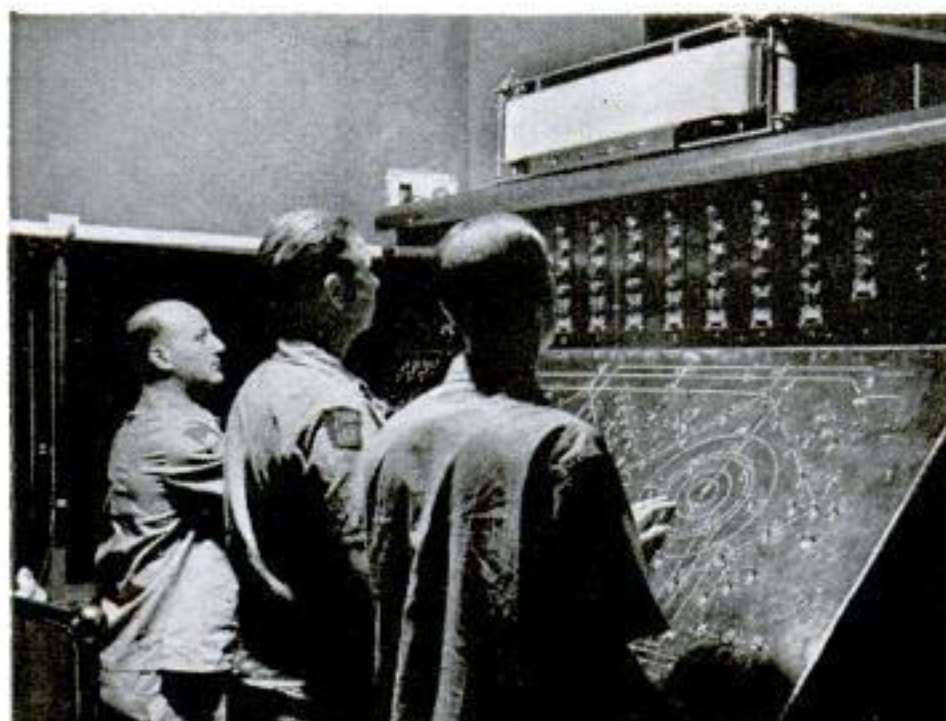




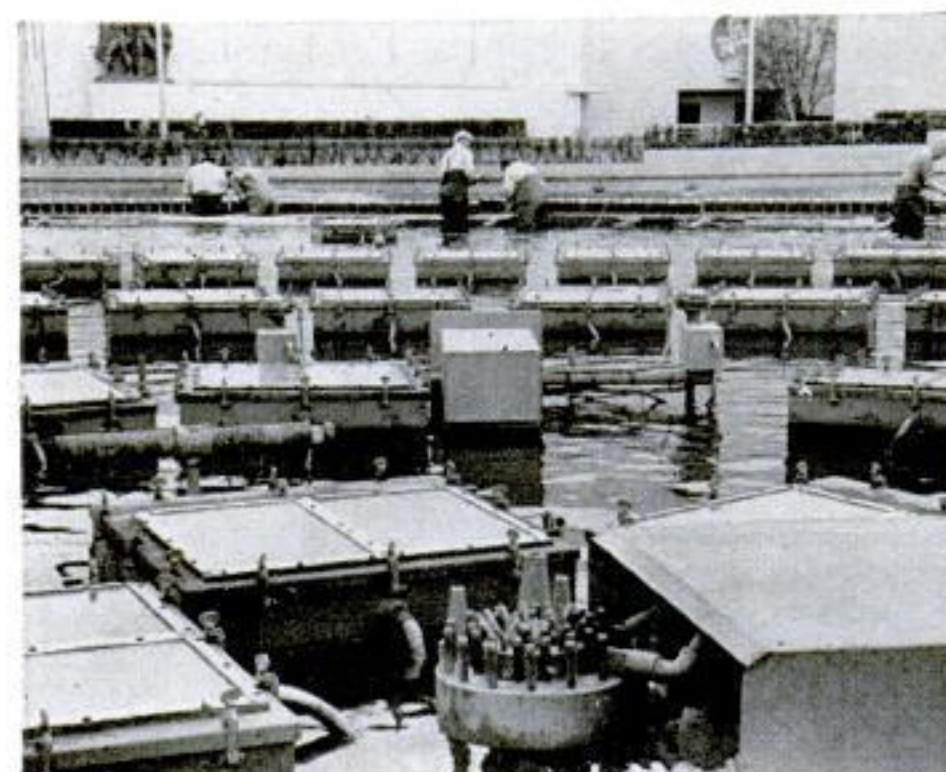
Four cue sheets are prepared from the master diagram of the display at right. Marked off in seconds, cue sheets assure synchronism of fireworks, lights, fountains and music.



The lights-and-fireworks control board is run by three men working from the cue sheets on the machine above. Switches turn the lights on and off, while the dials control color.



The water-control board regulates eleven pumps and 1,400 water jets. The plan of the Lagoon showing the water jets appears upon the panel for the control of the fountains.



The square light tanks in the Lagoon each contain two lamps (for warm and cold hues). Glass filters mounted on rotating drums around the lamps control color changes.



JOHN G. LAWRENCE (LEFT) DIRECTS THE DISPLAY FROM HIS CONTROL ROOM OVERLOOKING THE LAGOON

## NIGHT COMES TO WORLD'S FAIR

### Behind its displays are many men and machines

When night comes to the New York World's Fair, the World of Tomorrow changes to a fairyland of color. The broad walls of buildings are washed in velvety pastel shades, fluorescent lamps brighten walks and avenues and the Perisphere is bathed in soft blue, with white clouds floating over it. Even the leaves of trees are made to luminesce by special mercury-vapor lighting. On the pages that follow, LIFE shows some of the wealth of color that makes the Fair far more exciting by night than in daytime.

The spectacular highlight of the Fair's illumination comes nightly at 9:30. The lights near the Lagoon of Nations are dimmed, and for the next 15 minutes the spectators banked deep around the Lagoon or sitting in the restaurants of the French and Belgian pavilions see and hear something entirely new in entertainment—an elaborate ballet of light and water portraying the life of George Washington or the Creation of the World or other similarly spacious themes.

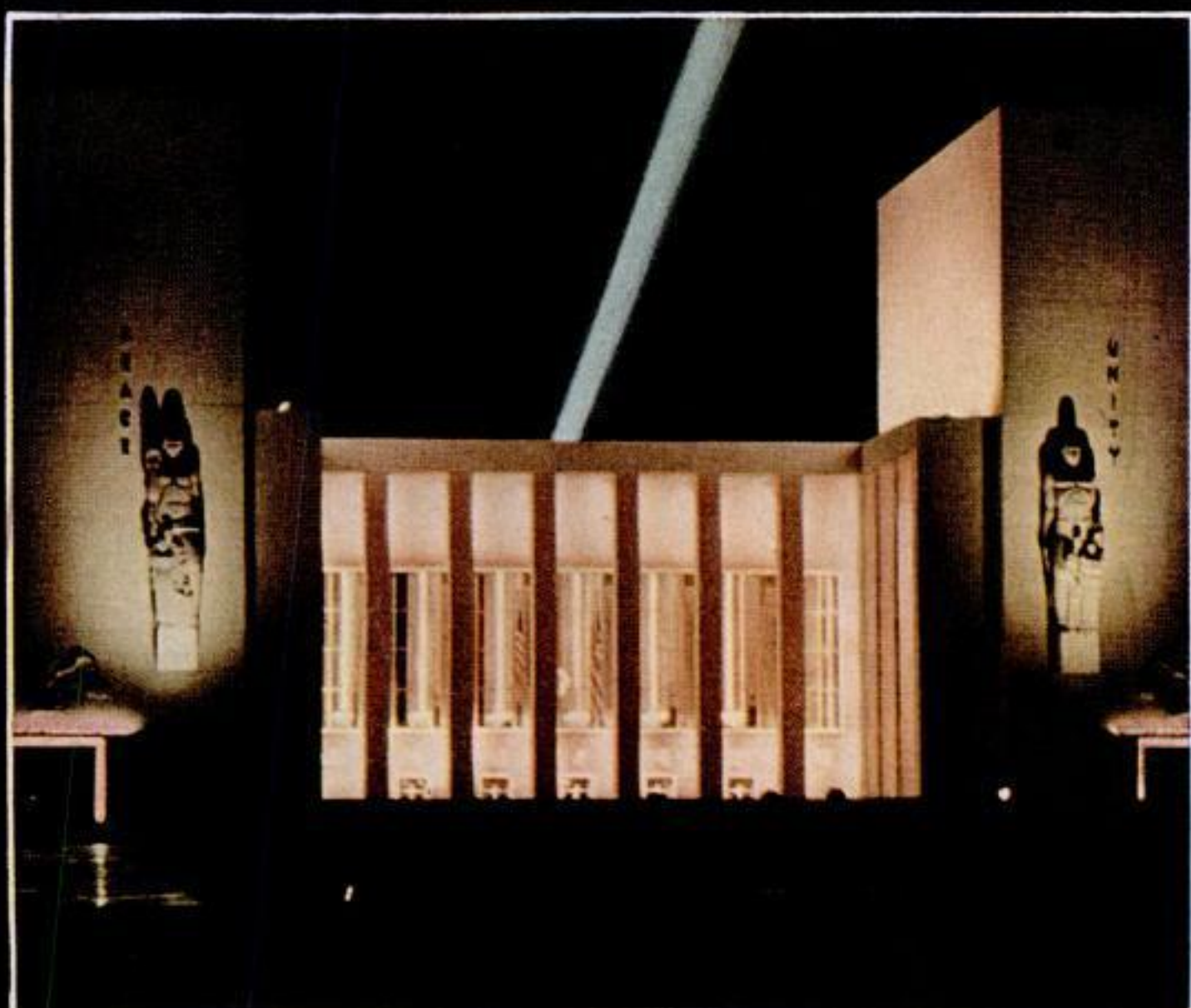
Behind the scenes of this display is one of the most complicated engineering installations ever made for entertainment purposes. Just breaking the surface of the Lagoon are 585 light boxes, each with an incandescent and a mercury-vapor lamp. The 1,400 water jets can keep 40 tons of water in the air at one time. In the "igloos"—small houses built in the Lagoon—are 24 quarter-ton loud-speakers of the sound system. And tying all this together is a network of wires, relays, pipes and pumps whose center is the control room perched high over the Lagoon in the Rumanian building.

Here nightly John G. Lawrence directs the Lagoon display with split-second accuracy (*above*). In front of him, over the window, his cue sheet unreels steadily, showing the exact anatomy of the display at any moment—lights, fountains, fireworks and music. Beside him at the sound-control board an electrician monitors the music of the 41-piece orchestra playing in the Heinz Building several city blocks away.

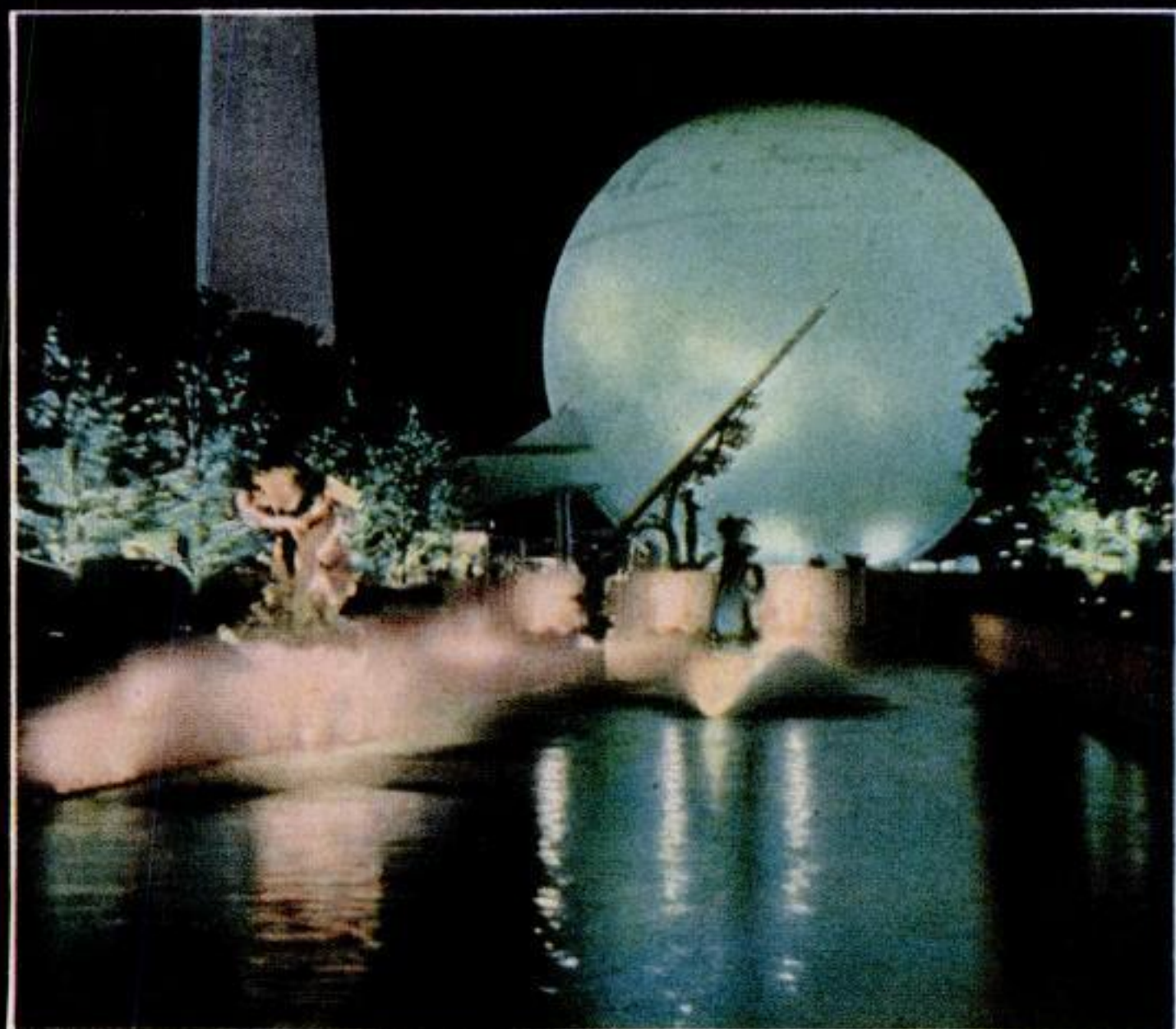




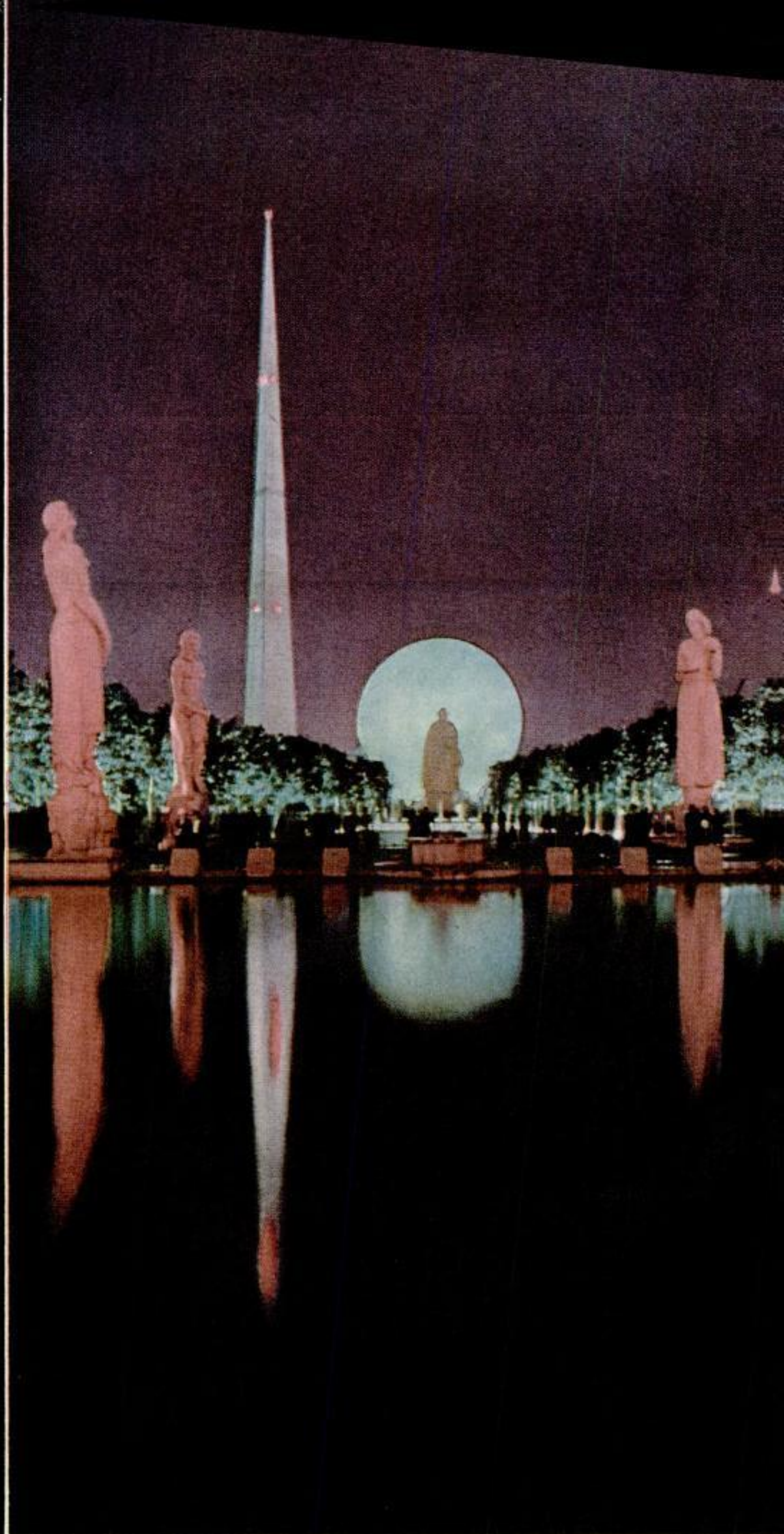
LIGHT SILHOUETTES COLUMNS OF FEDERAL BUILDING



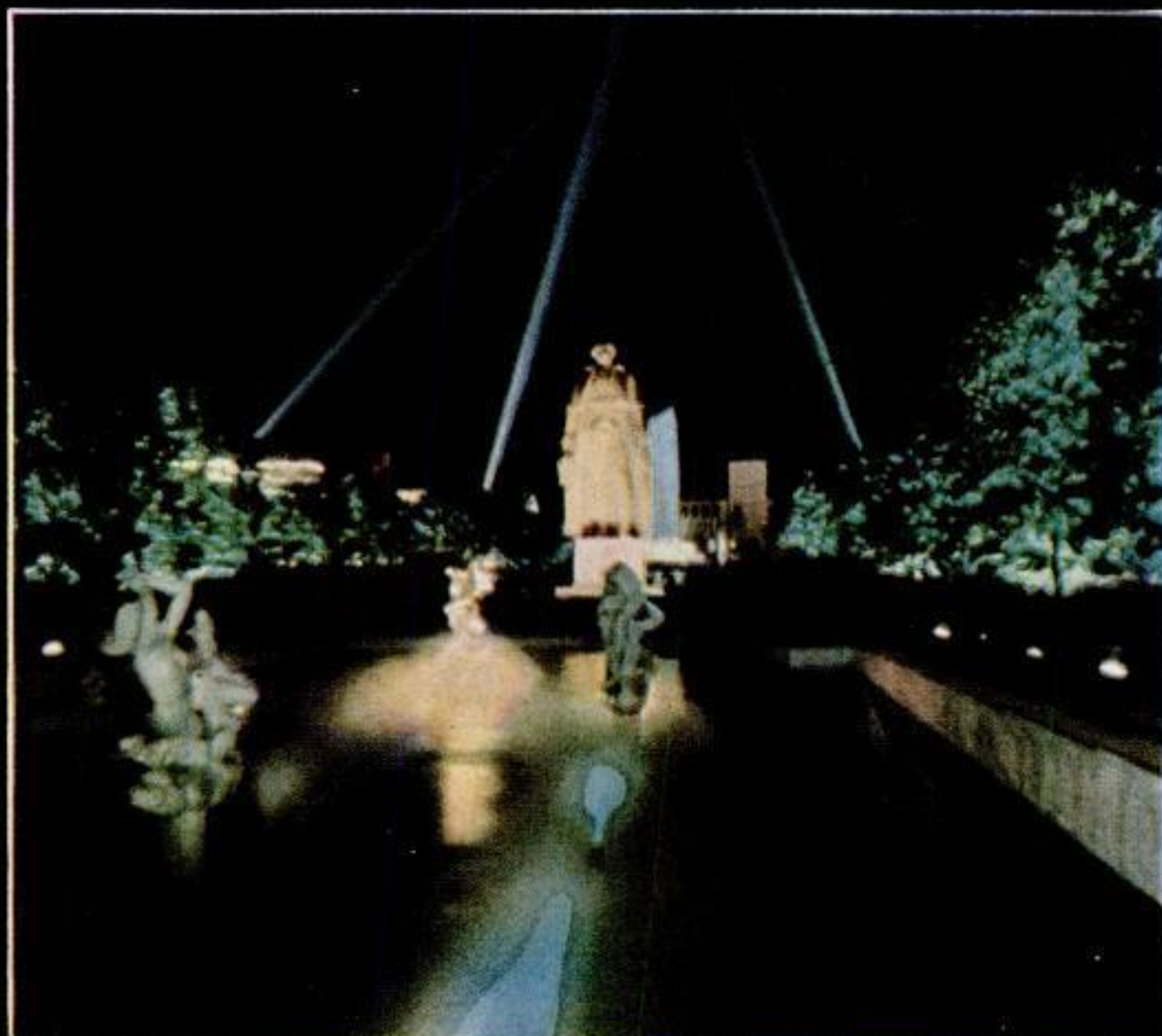
FLOODLIGHTING FROM BELOW HIGHLIGHTS FEDERAL BUILDING SCULPTURE



WAVES OF EVER-CHANGING COLOR FLOW FROM SUNDIAL OVER THE POOL



PERISPHERE GLOWS ETHEREAL BLUE IN LIGHT FROM UNSEEN PROJECTORS

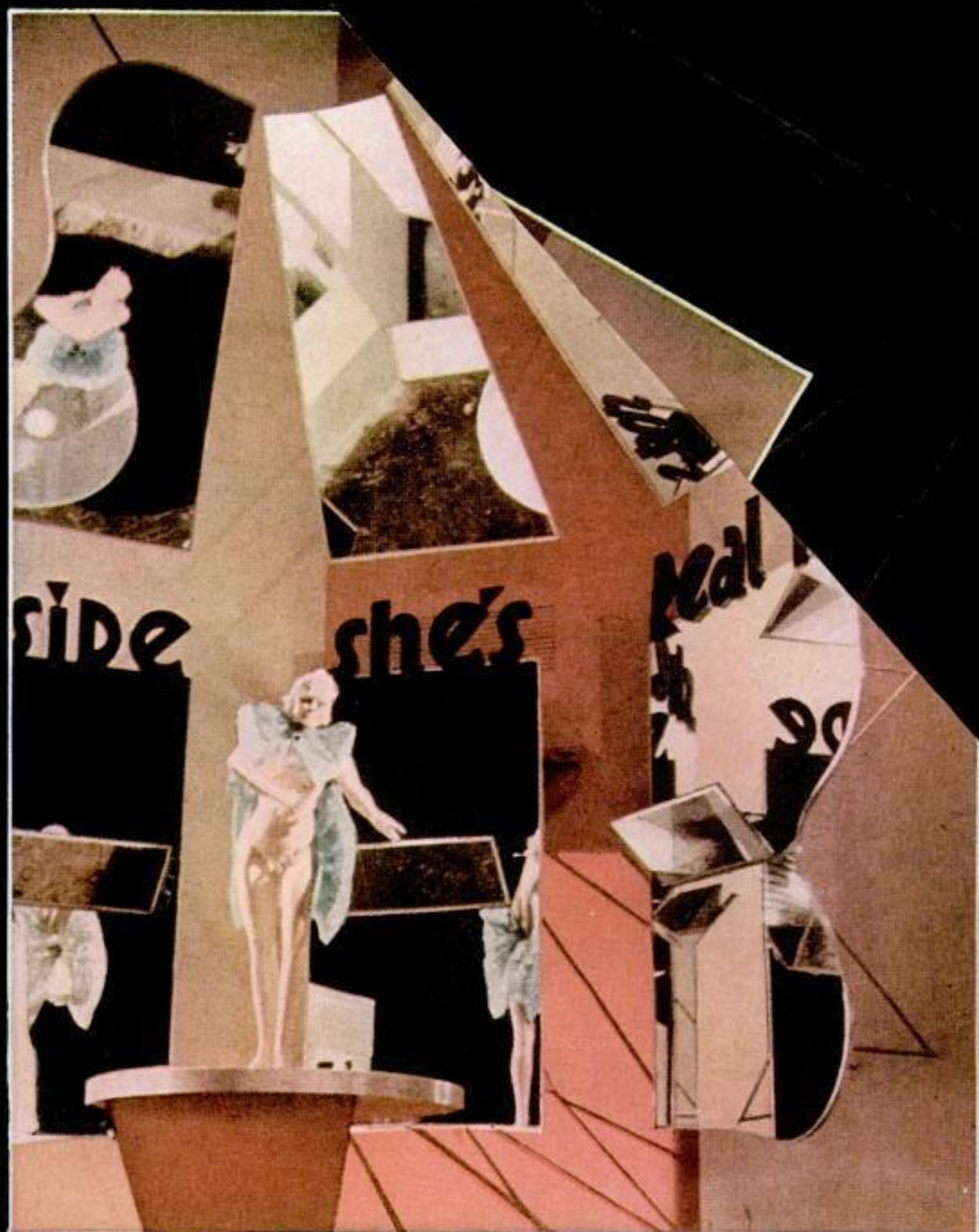


ULTRAVIOLET RAYS CAUSE FLUORESCENCE IN CHLOROPHYLL OF LEAVES ON TREES





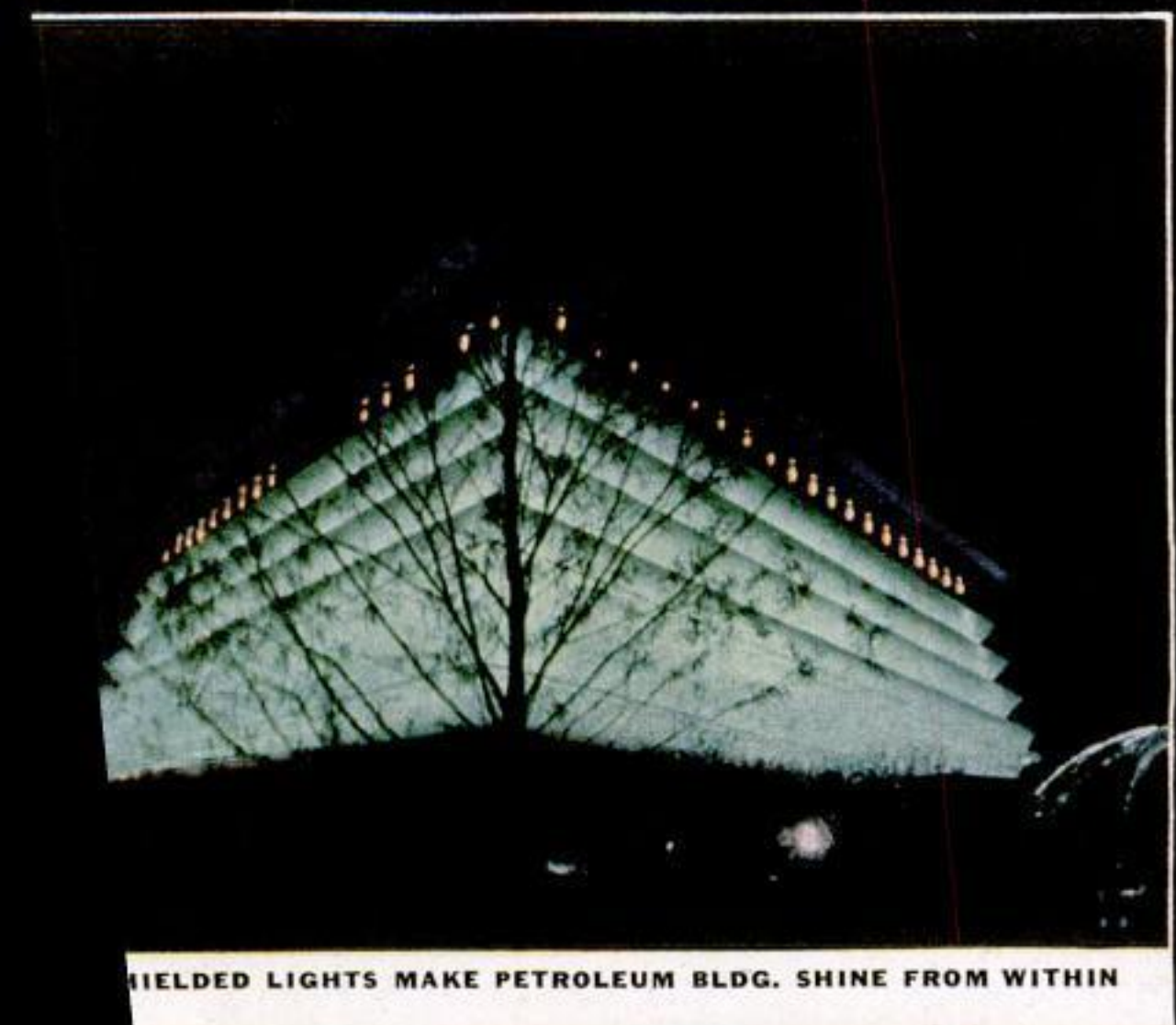
HIGH-POWERED SEARCHLIGHTS FORM WHITE ARCHWAY OVER COURT OF PEACE



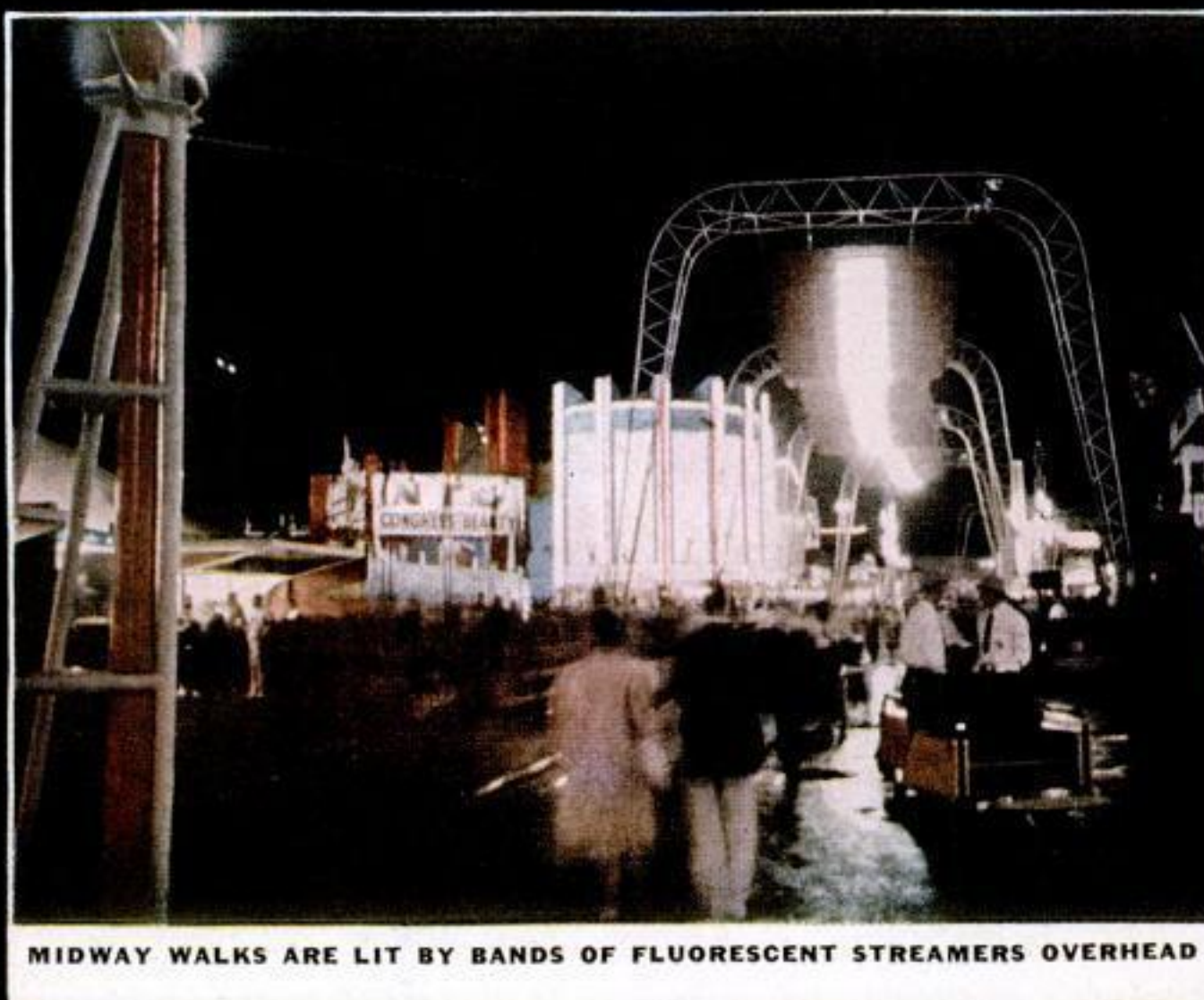
BRIGHTLY LIT DUMMY OUTSIDE "CRYSTAL LASSIES" IS REFLECTED IN MIRRORS



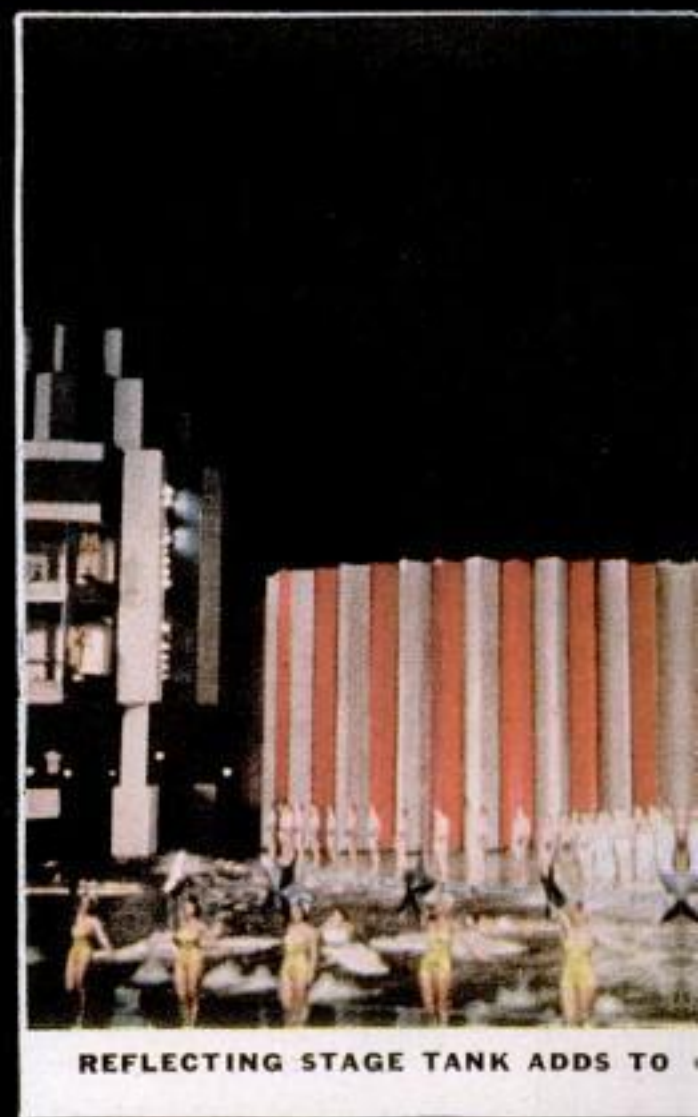
INSIDE "CRYSTAL LASSIES," DIMLY-LIT GIRL DANCES IN MAZE OF MIRRORS



SHIELDED LIGHTS MAKE PETROLEUM BLDG. SHINE FROM WITHIN

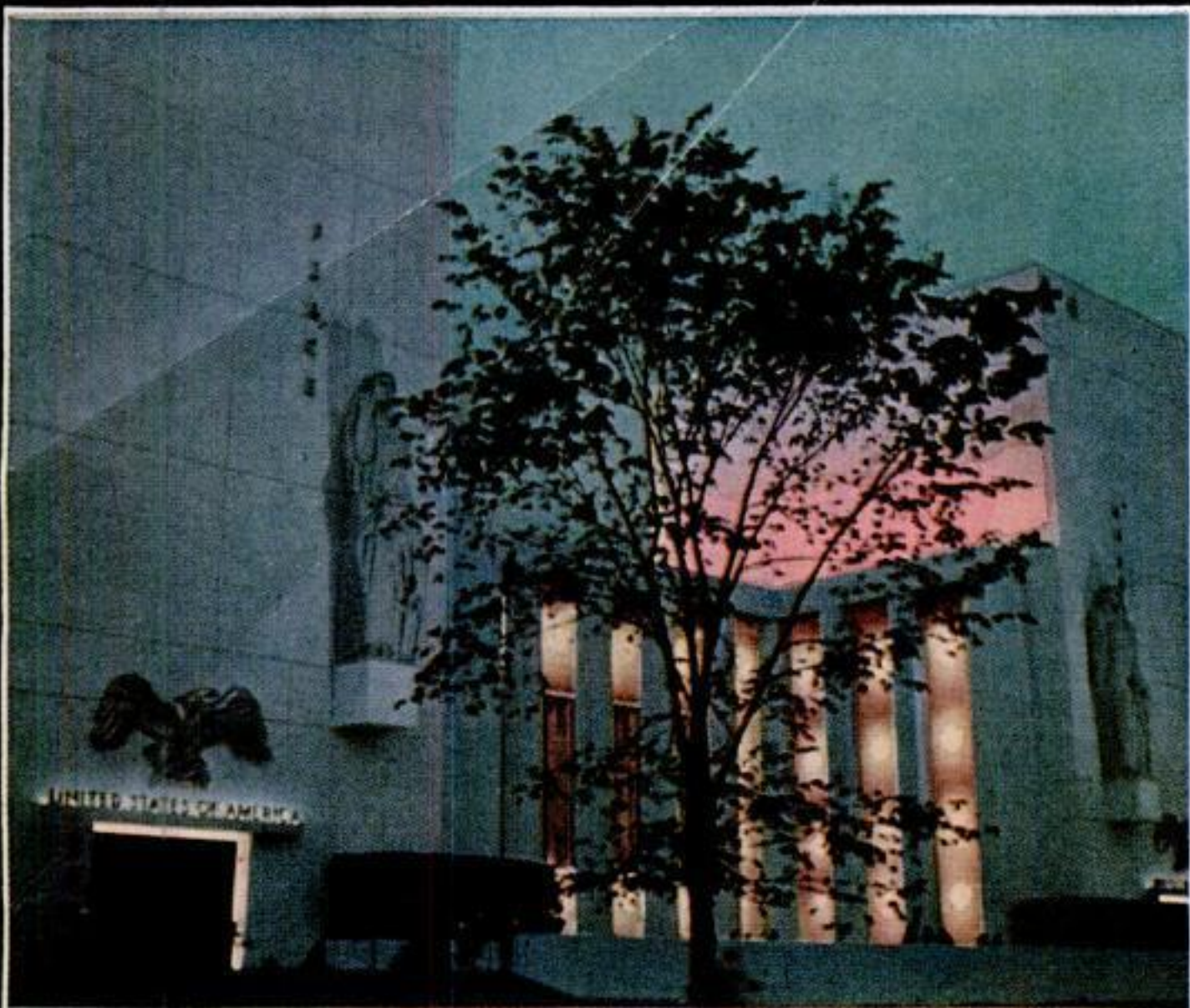


MIDWAY WALKS ARE LIT BY BANDS OF FLUORESCENT STREAMERS OVERHEAD

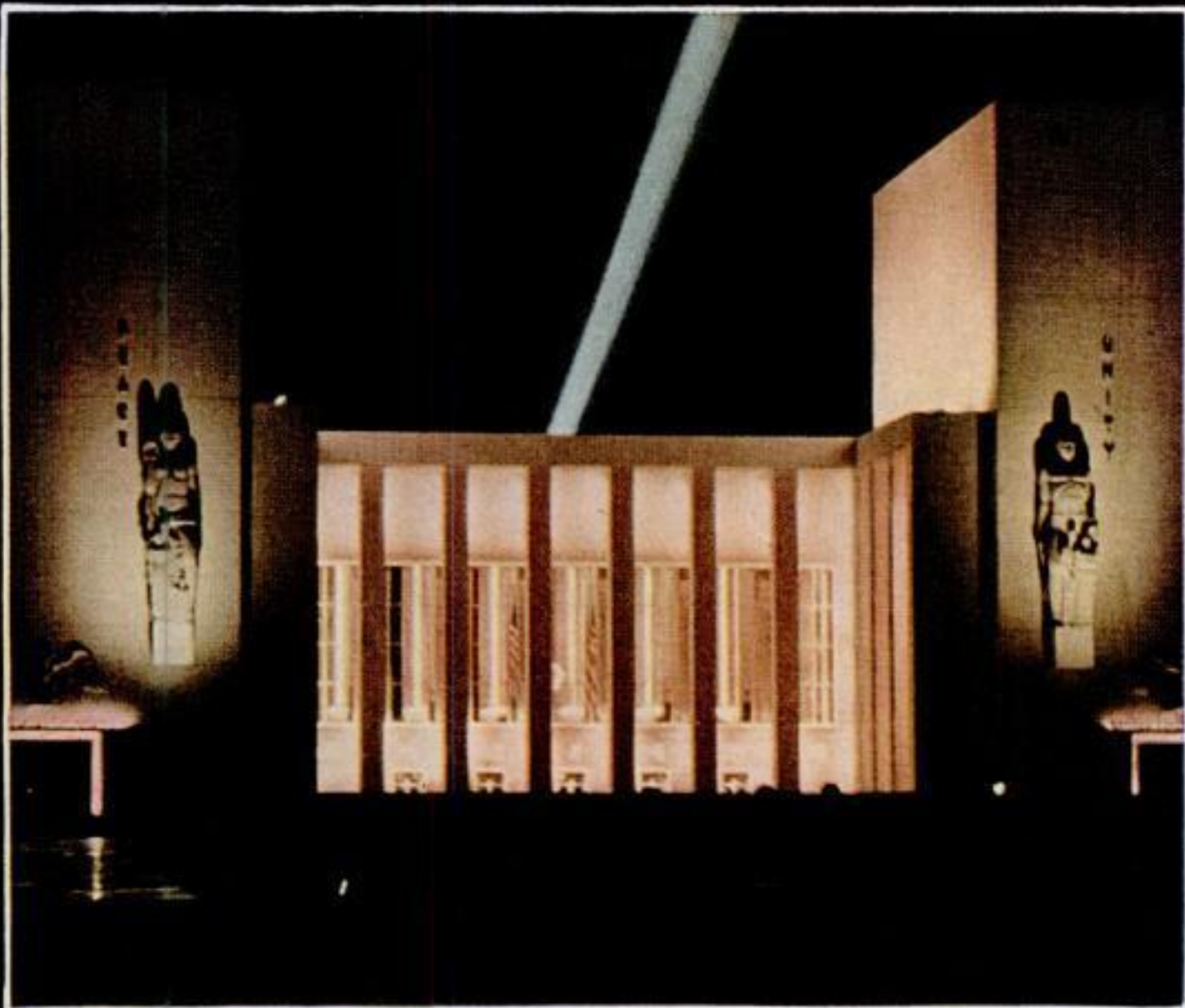


REFLECTING STAGE TANK ADDS TO

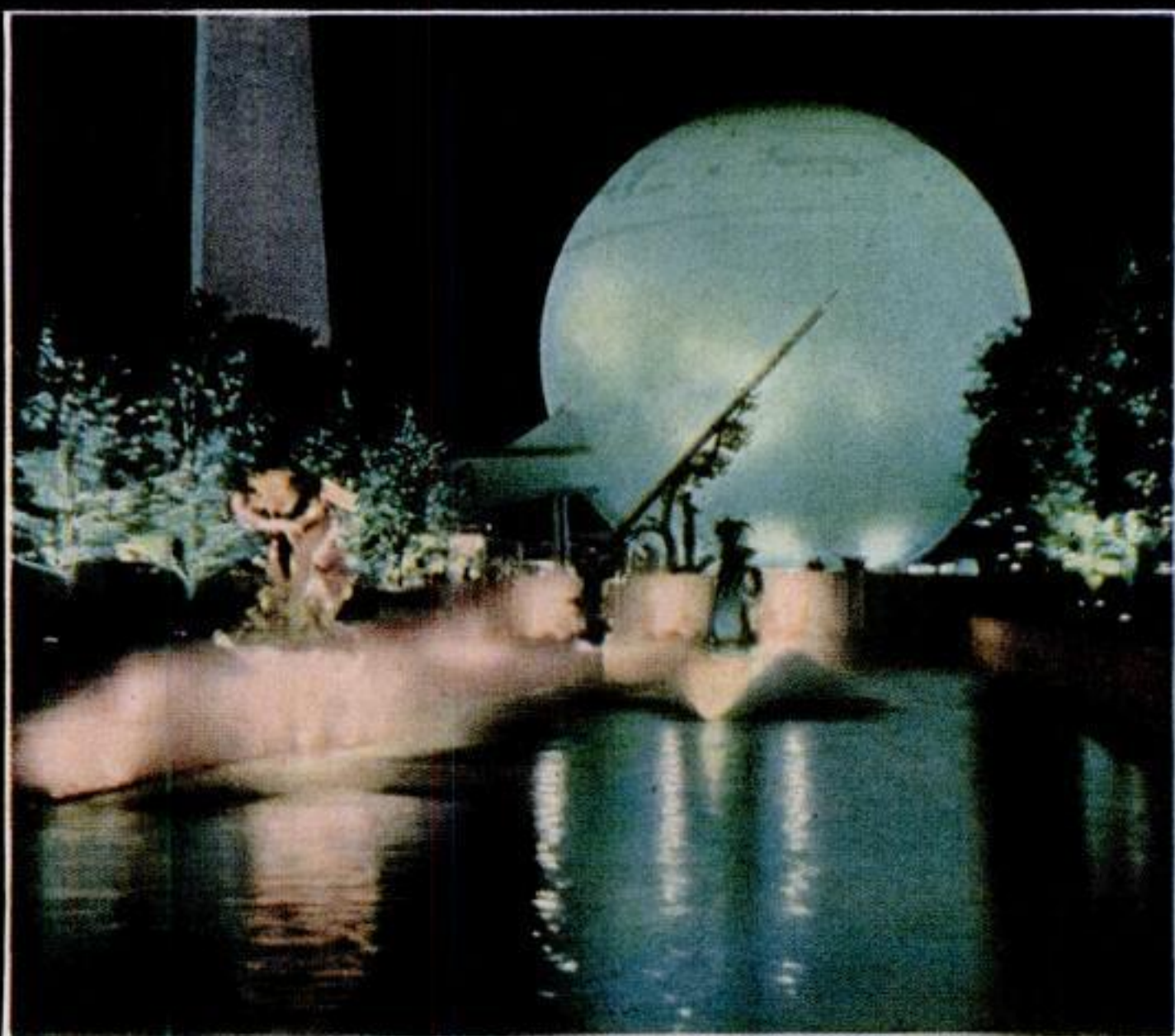




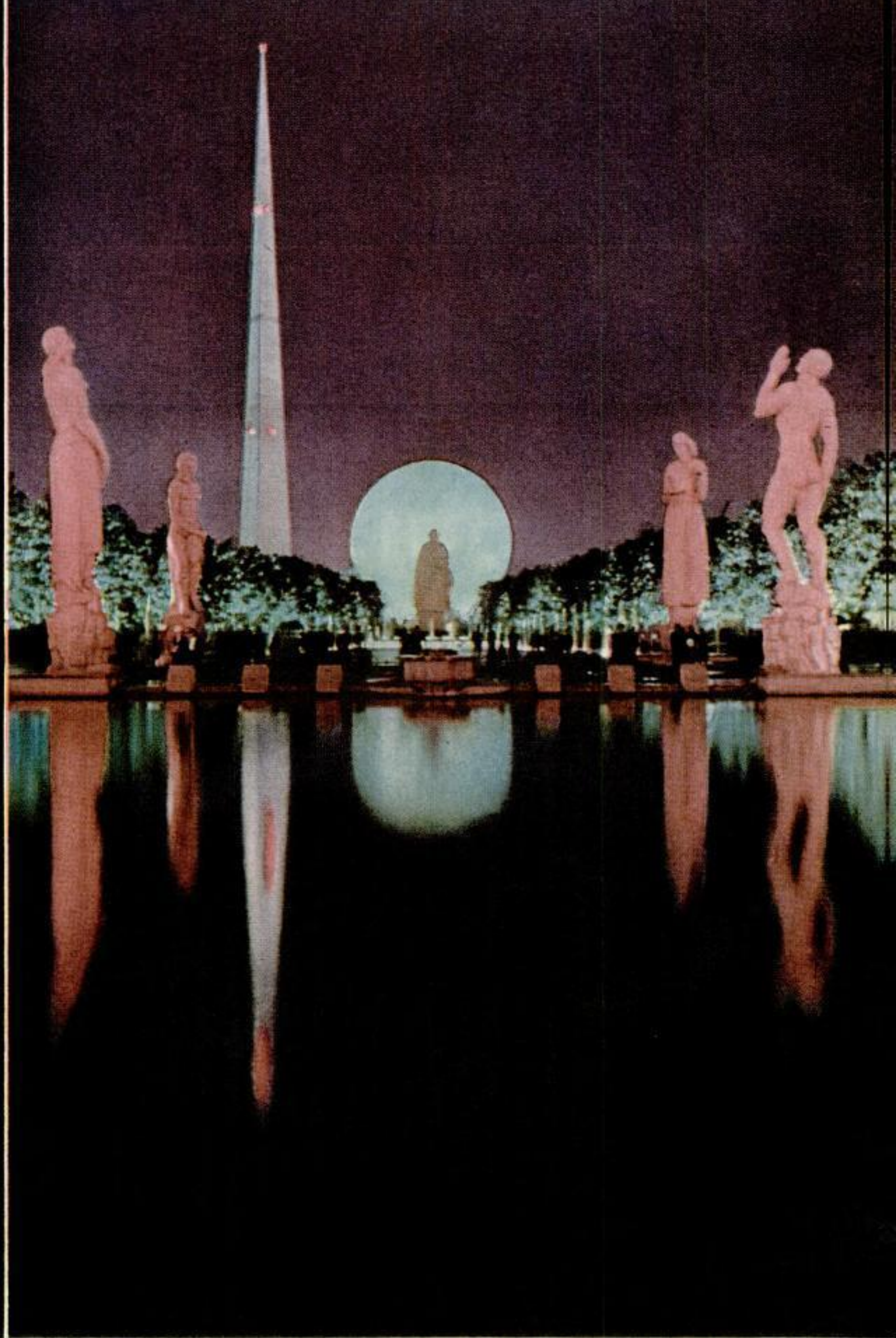
SOFT INCANDESCENT LIGHT SILHOUETTES COLUMNS OF FEDERAL BUILDING



FLOODLIGHTING FROM BELOW HIGHLIGHTS FEDERAL BUILDING SCULPTURE



WAVES OF EVER-CHANGING COLOR FLOW FROM SUNDIAL OVER THE POOL



PERISPHERE GLOWS ETHEREAL BLUE IN LIGHT FROM UNSEEN PROJECTORS



ULTRAVIOLET RAYS CAUSE FLUORESCENCE IN CHLOROPHYLL OF LEAVES ON TREES





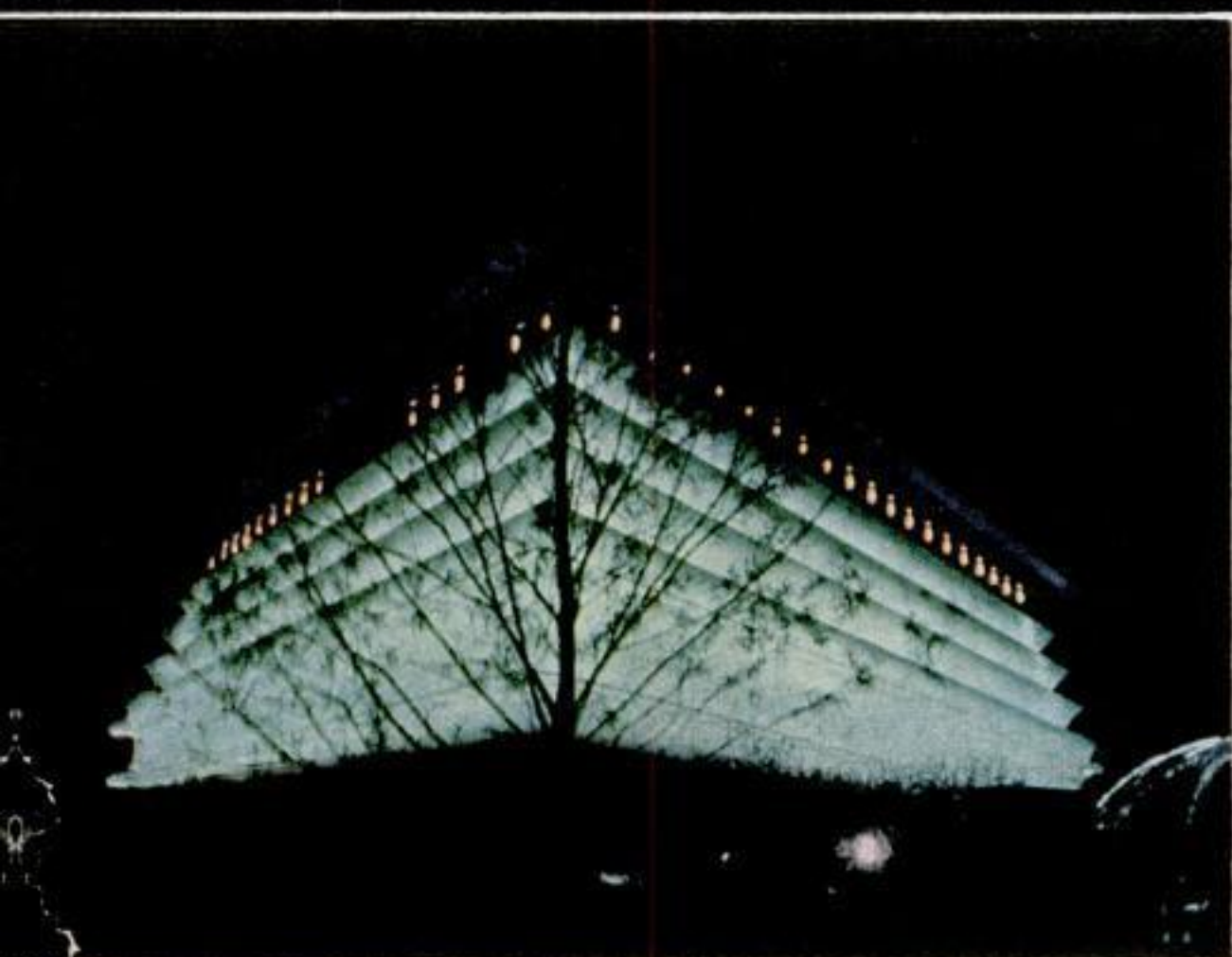
HIGH-POWERED SEARCHLIGHTS FORM WHITE ARCHWAY OVER COURT OF PEACE



BRIGHTLY LIT DUMMY OUTSIDE "CRYSTAL LASSIES" IS REFLECTED IN MIRRORS



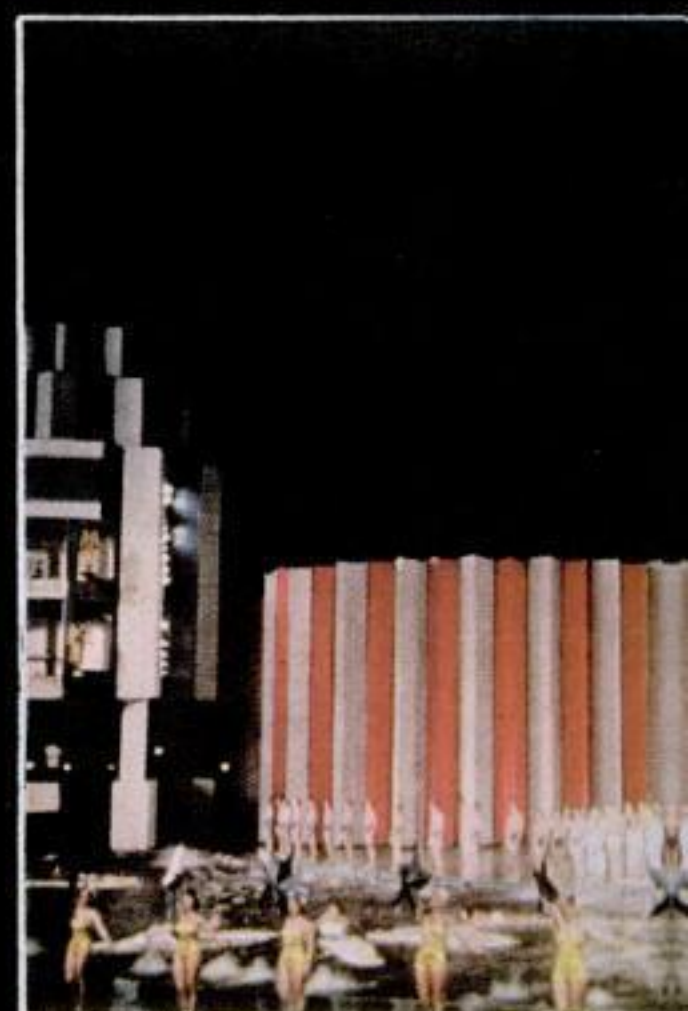
INSIDE "CRYSTAL LASSIES," DIMLY-LIT GIRL DANCES IN MAZE OF MIRRORS



SHIELDED LIGHTS MAKE PETROLEUM BLDG. SHINE FROM WITHIN

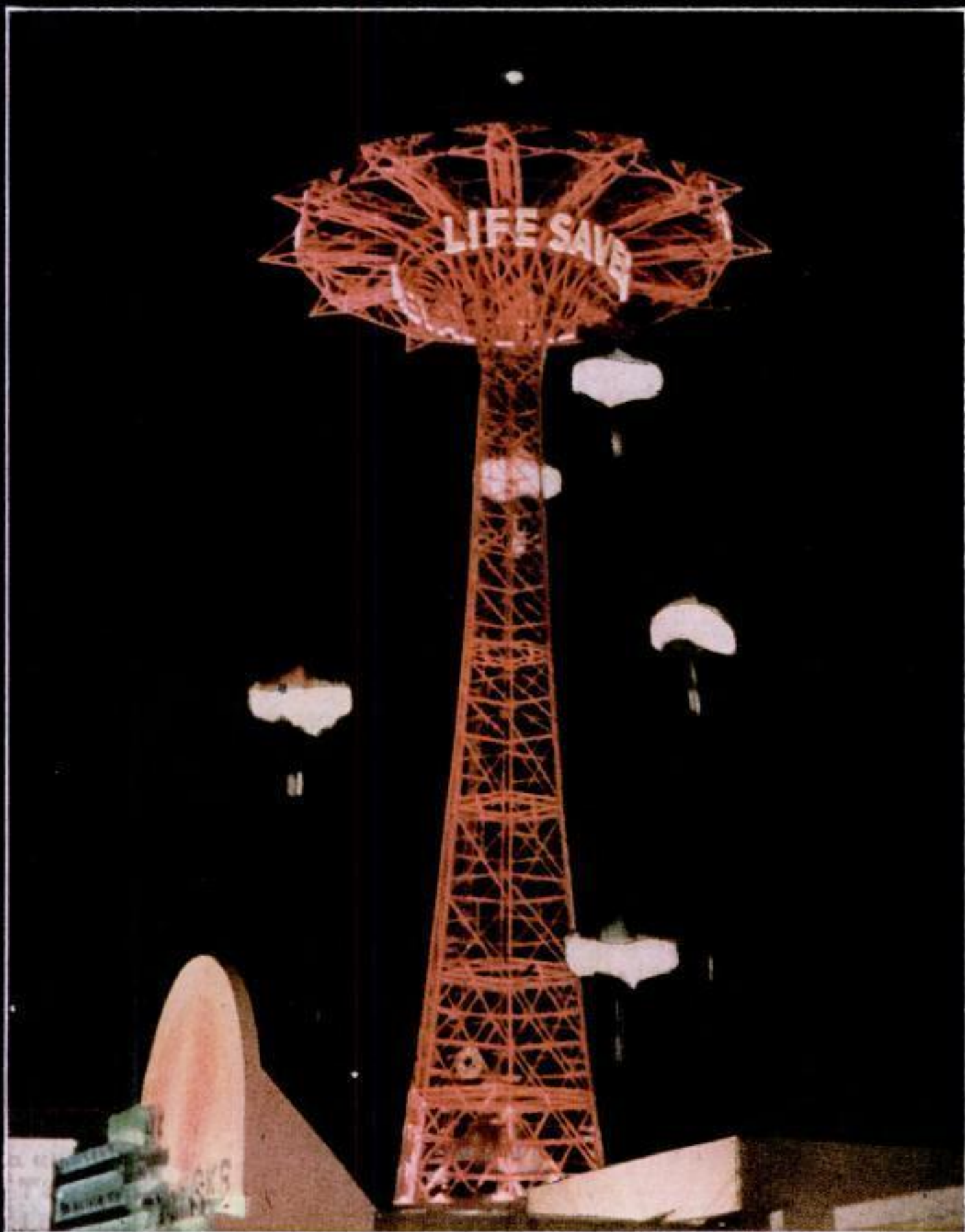


MIDWAY WALKS ARE LIT BY BANDS OF FLUORESCENT STREAMERS OVERHEAD



REFLECTING STAGE TANK ADDS TO





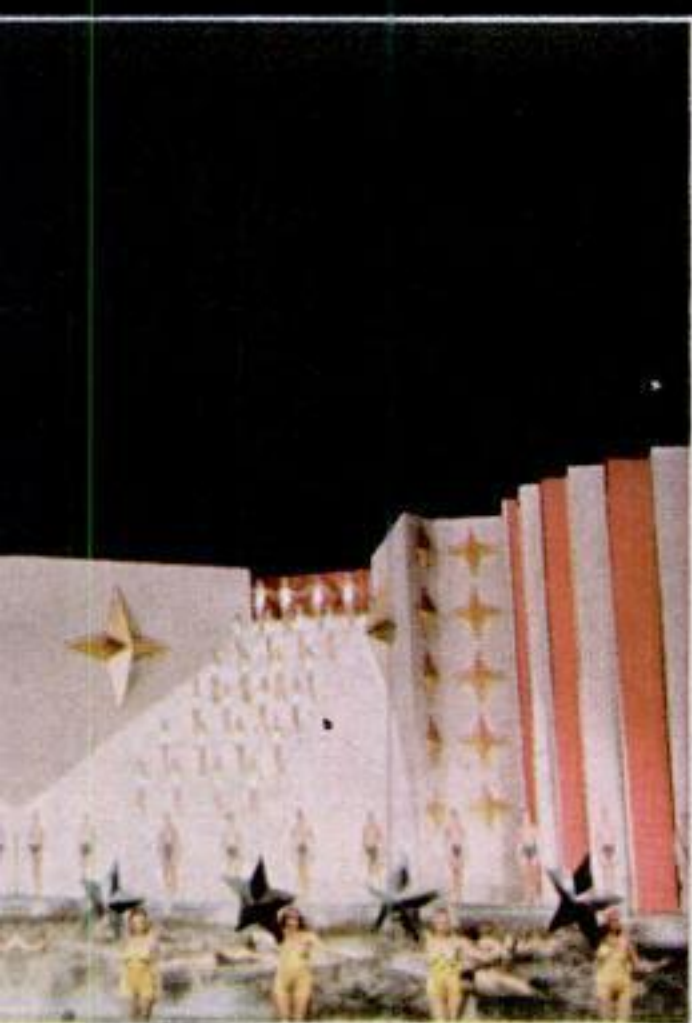
SEARCHLIGHTS ON GROUND PICK OUT CHUTES ON PARACHUTE JUMP



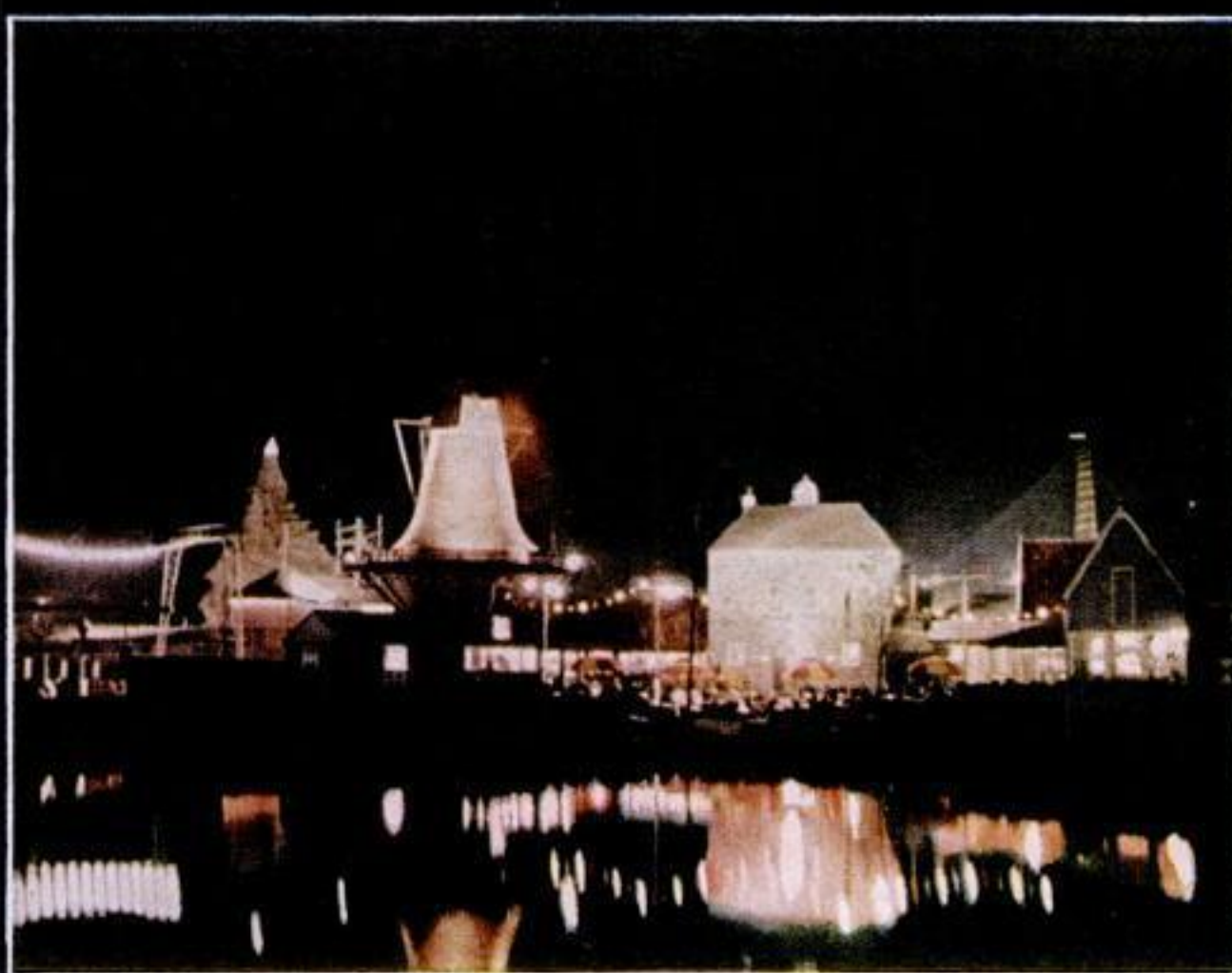
THEATRICAL LIGHTING PLAYS ON BACKGROUND FOR DALI'S "DREAM OF VENUS"



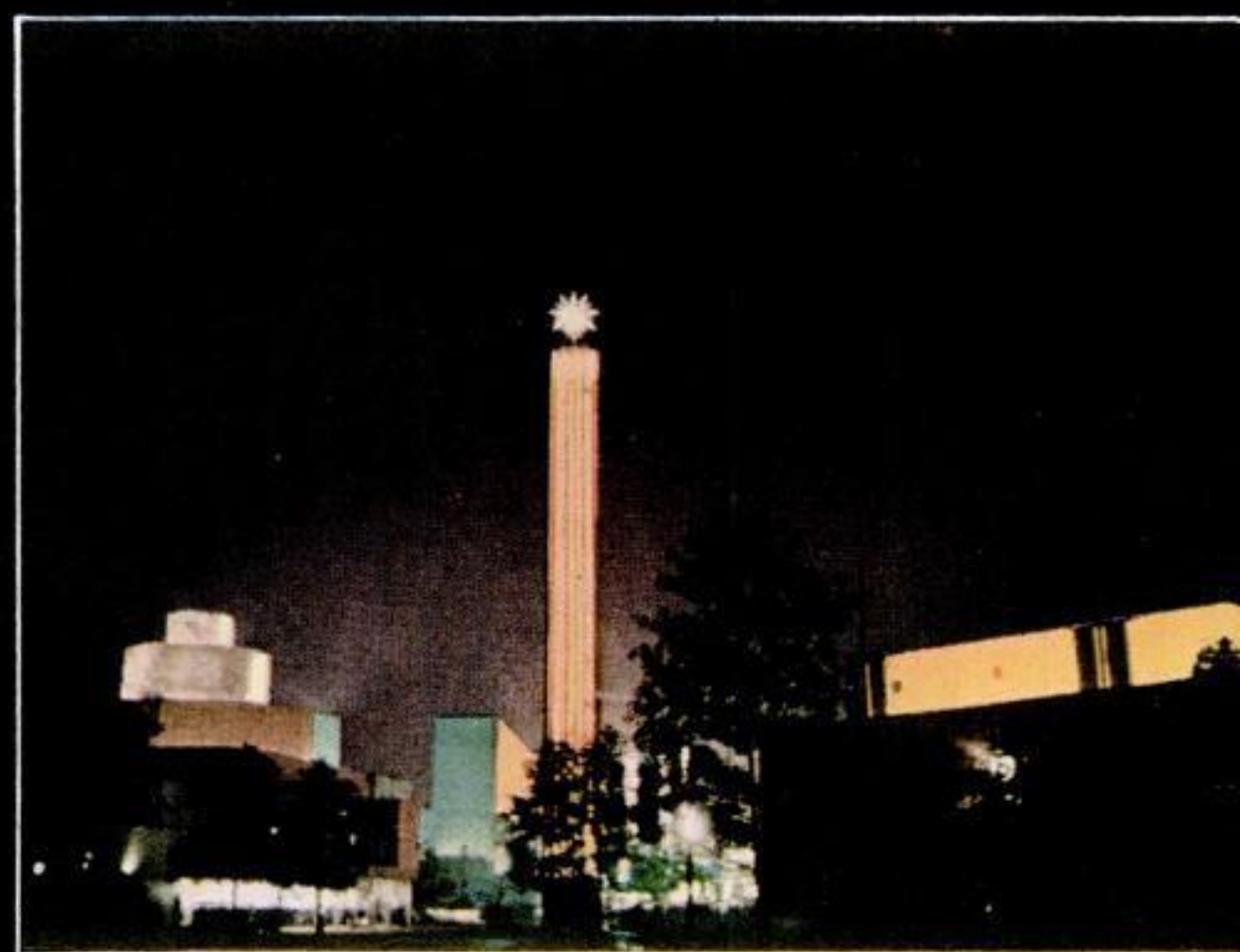
LAGOON OF NATIONS SHOW: FOUNTAINS, FIREWORKS, FLAMING JETS OF GAS



LIGHTING OF AQUACADE FINALE



AMUSEMENT-AREA LIGHTS SHINE BOLDLY ON HEINEKEN'S WINDMILL



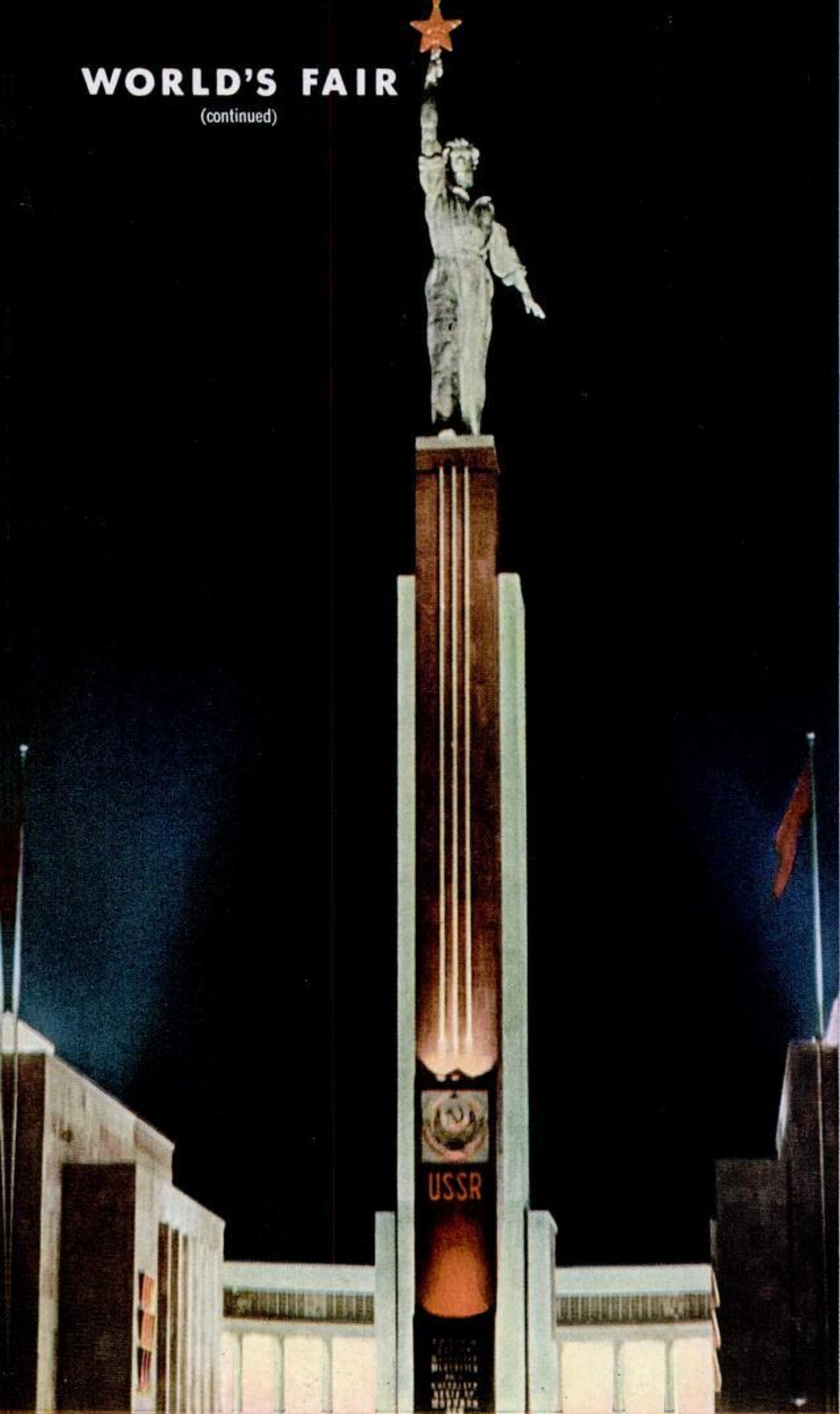
CONCEALED LUMINOUS STRIPS RUN LENGTH OF STAR PYLON

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# WORLD'S FAIR

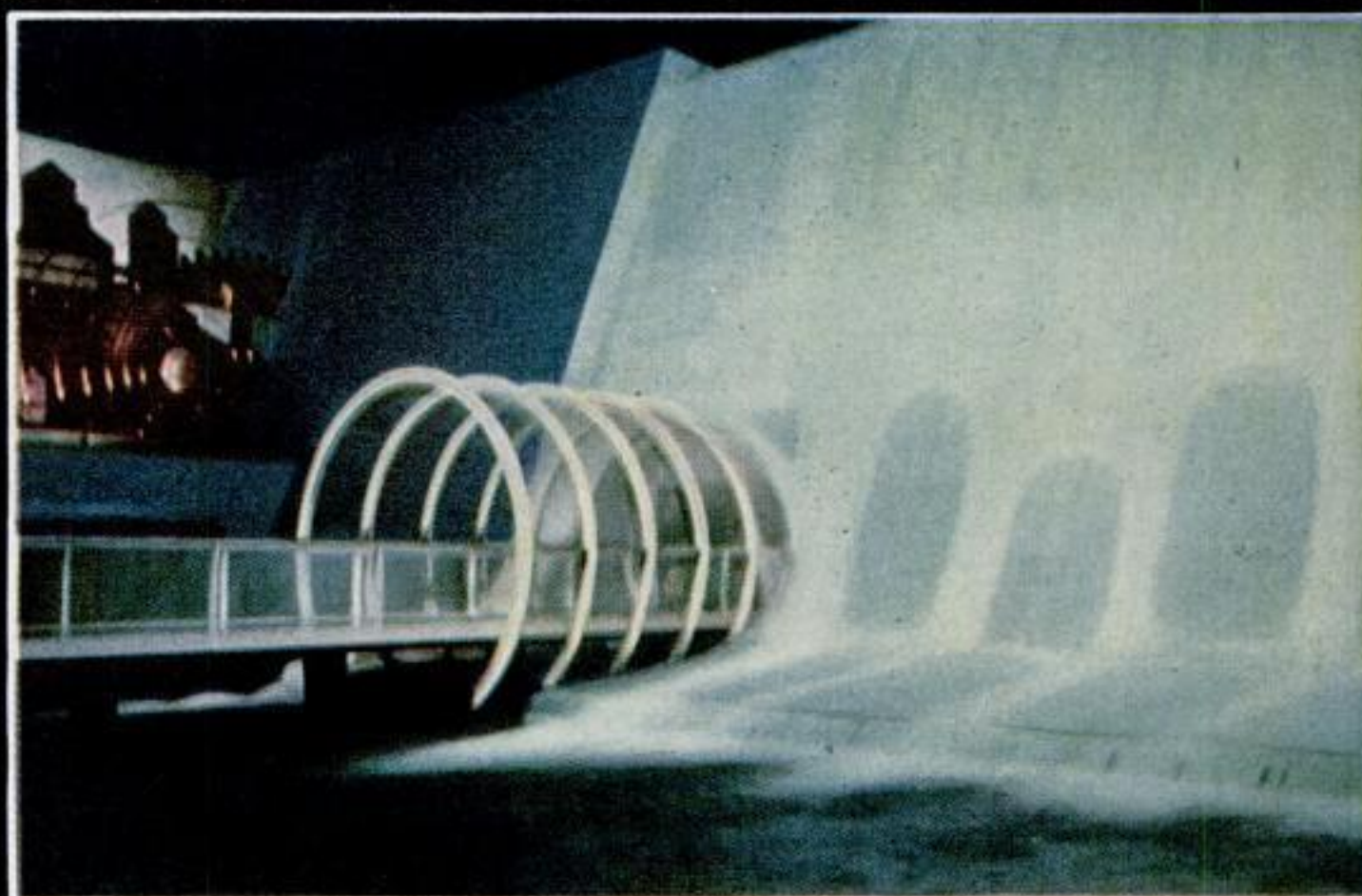
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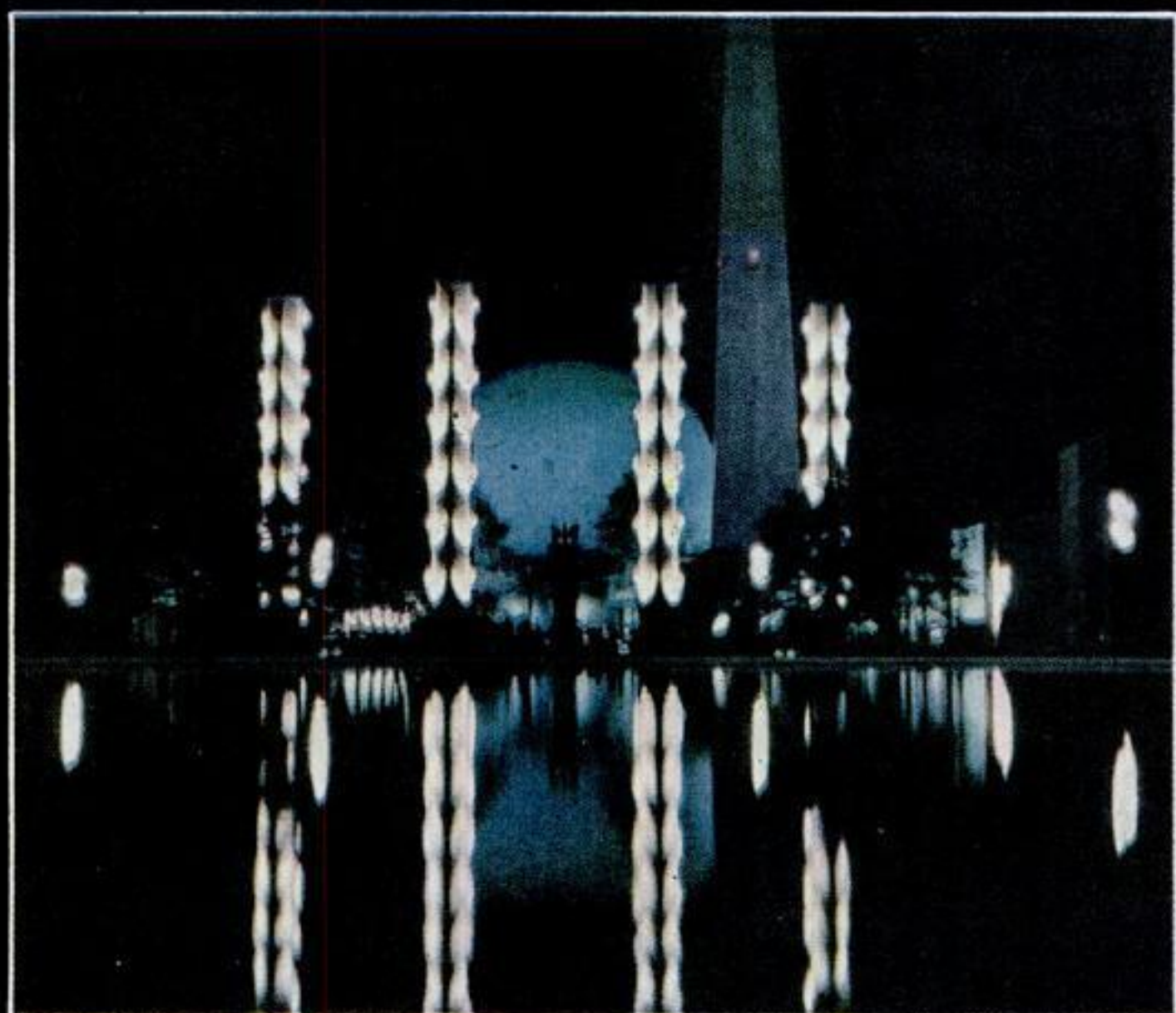
HIDDEN SEARCHLIGHTS FLOOD STATUE OF RUSSIAN WORKER WITH RED STAR



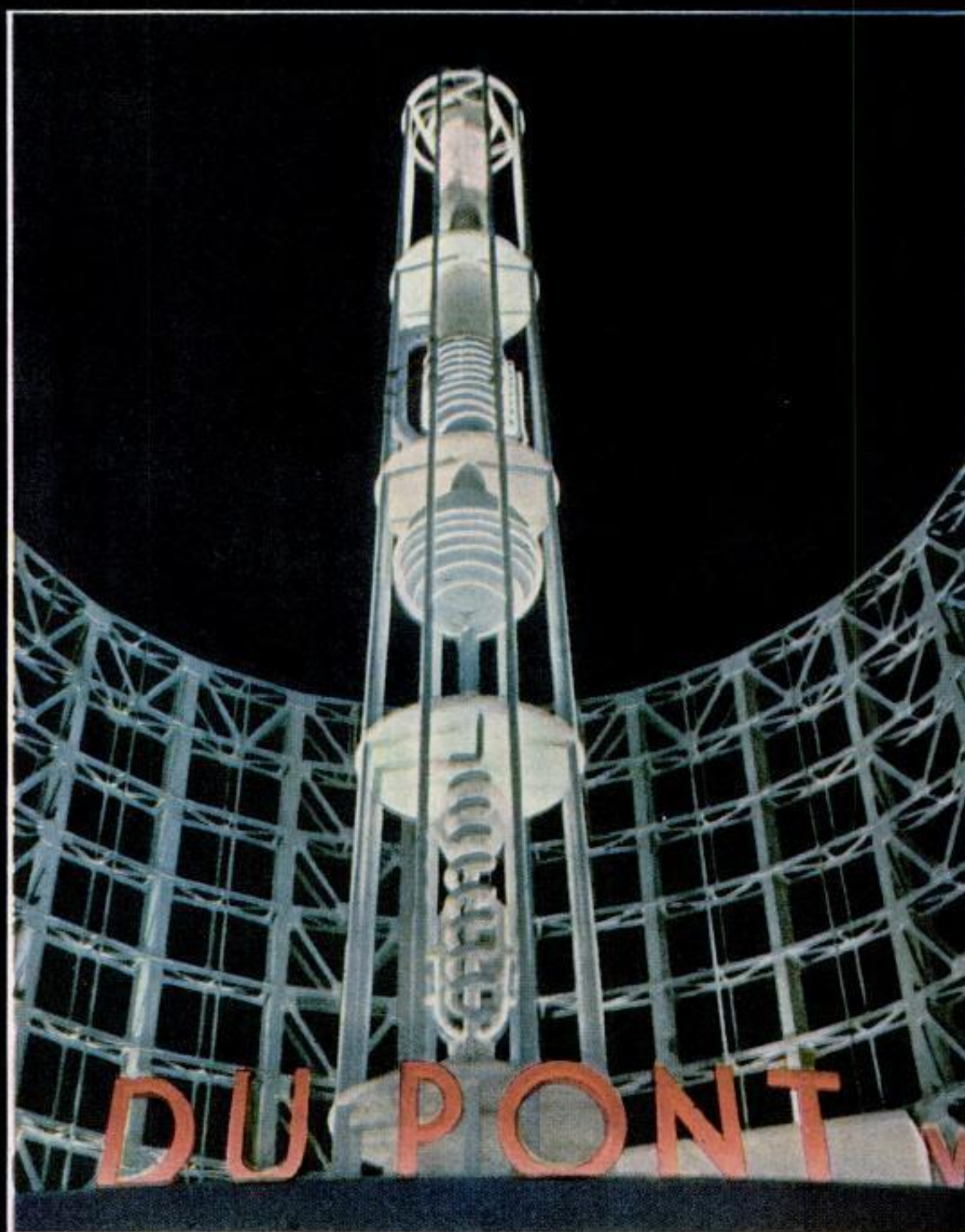
HIGH-VOLTAGE FLUORESCENT TUBES OUTLINE U.S. STEEL'S BLUE DOME



COLD WHITE MERCURY LIGHT SPARKLES ON ELECTRIC UTILITIES WATERFALL

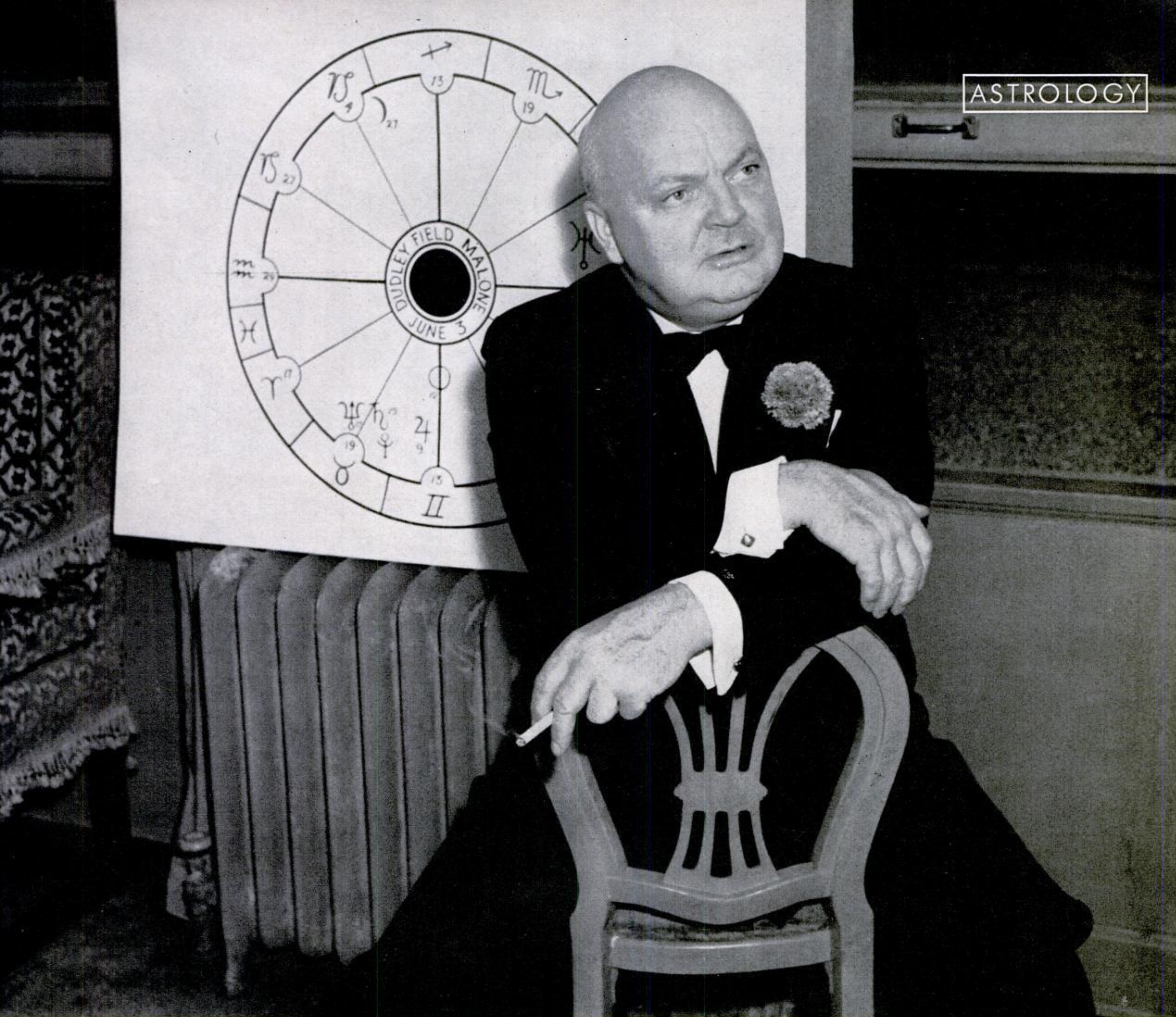


INGENIOUS ARRANGEMENT GIVES TWISTING LIGHT PATTERN TO PYLONS



CHANGING LIGHTS IN DU PONT TOWER SIMULATE REACTIONS IN TEST TUBE





DUDLEY FIELD MALONE IS PLEASED WITH HIS HOROSCOPE WHICH, AS CHARTED BY MYRA KINGSLEY, SUGGESTS THAT HE WILL PASS CALIFORNIA BAR EXAMINATIONS

## HOLLYWOOD LIKES MYRA KINGSLEY'S HOROSCOPES



MYRA KINGSLEY CHATS WITH WILLIAM DE MILLE

**H**ollywood, where people are likely to be even more uncertain about the future than they are elsewhere, was naturally delighted last fall when Myra Kingsley, the No. 1 woman astrologer of the U. S., arrived in town. Phrenologists, palmists, graphologists, mediums, psychiatrists and tea-leaf sages noticed a falling off in trade as their clients flocked to consult Miss Kingsley about their horoscopes.

Reporting on planetary influences for assorted celebrities from Lawrence Tibbett to Lucius Beebe, Miss Kingsley became as much of a diner-out as Elsa Maxwell. One of her best clients is Dudley Field Malone, famous New York lawyer who, having gone bankrupt four years ago, is now trying to pass his California Bar examinations preparatory to hanging out his shingle. Miss Kingsley thinks that, aided by Moon in Sagittarius, he should get good marks.

Not to be confused with astronomy, which is the science of stars, astrology is the study of planetary influence upon human behavior. No one has ever really demonstrated that planets have any influence

upon human behavior but this fact has discouraged neither astrologers nor their customers. Fourteen different syndicated astrology columns in U. S. papers reach millions of readers and seven national astrology magazines reach some 200,000 addicts.

Myra Kingsley's claim to the rating of No. 1 U. S. woman astrologer is good. The late Evangeline Adams, whose clients included J. P. Morgan, Caruso, James J. Hill and Mary Garden, altered Miss Kingsley's entire career. This was the result of an incident which Miss Kingsley likes to believe proves that men and women live by the stars. At the age of 18, when she was taking singing lessons, her mother sent her to Miss Adams to find out whether she should continue. Miss Adams not only predicted that Miss Kingsley would abandon a music career but added that she would become a famous astrologer.

Unlike most astrologers, Myra Kingsley pays considerable attention to the soul. She thinks there will be no war in Europe in 1939 but predicts growth of fascism here and a U. S. revolution in 1942-43.





*From any Viewpoint*  
its **CHARACTER** stands out

● Especially in Scotch—Character is everything. That's why Black & White holds a commanding position. For this famous whisky has a definite individuality — a distinctive personality — a truly noble Character that you notice instantly. You taste it in the magnificent, mellow-rich flavor. You sense it in the rare and subtle bouquet. Take the right viewpoint when ordering Scotch: Ask for Black & White, that's your assurance of getting Scotch with Character.



**EIGHT**  
YEARS OLD

**"BLACK & WHITE"**

BLENDING SCOTCH WHISKY • 86.8 PROOF

*The Scotch with Character*

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## Kingsley Horoscopes

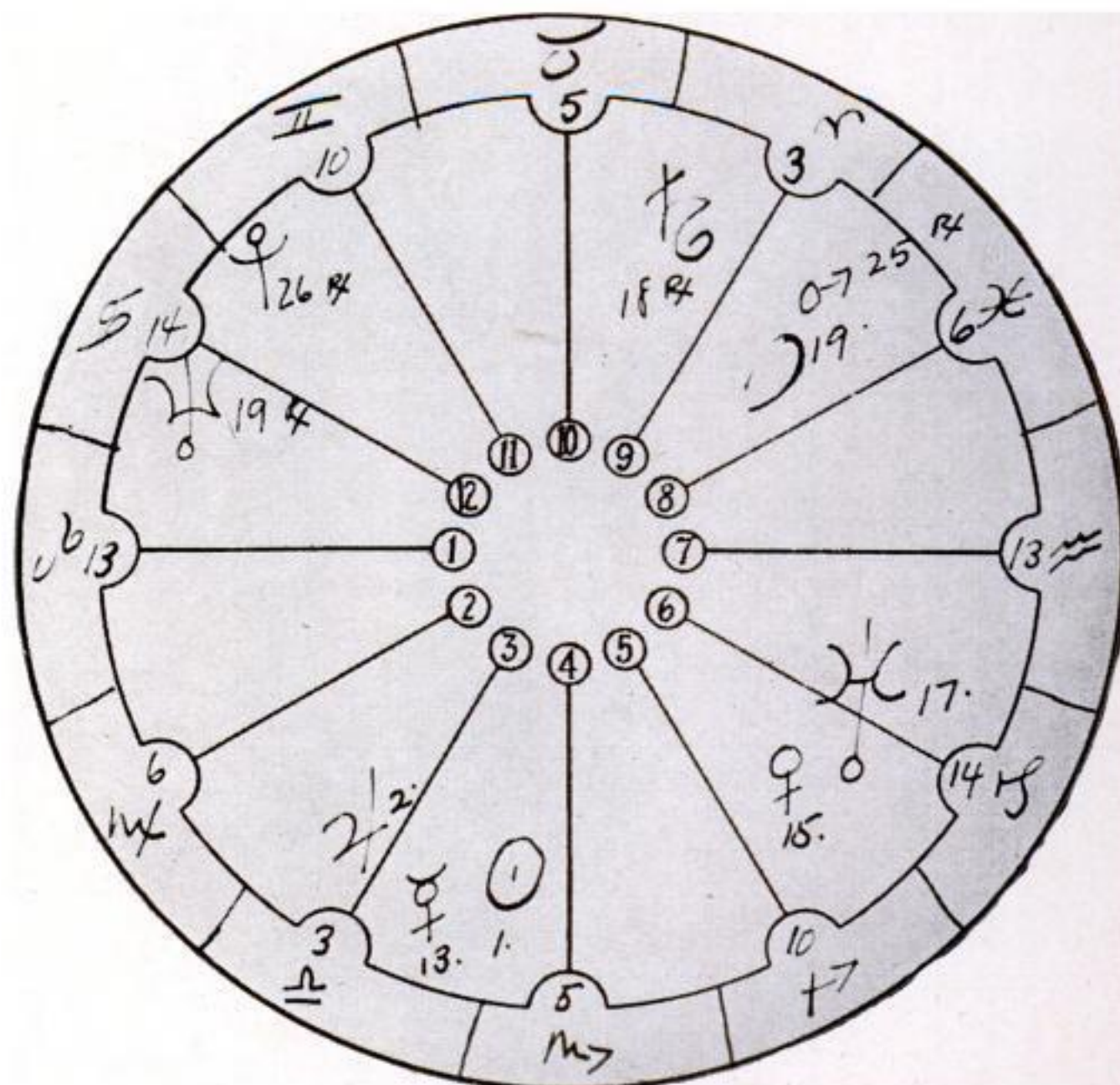
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DANCER PAUL DRAPER EXAMINES HIS HOROSCOPE FROM ALL ANGLES

In astrology there are a great many elements to be considered. Position of the planets at the instant of birth indicates some things. Subsequent positions of the planets indicate other things. In the case of Paul Draper, the fact that when he was born under the Sign of Scorpio (Oct. 25, 1910) the Moon was in Pisces, would suggest dancing talent even to an astrologer who was not, like Myra Kingsley, already aware that he was a celebrated dancer. Moon in Sagittarius indicates that he is ambitious, Sun in the Third House indicates that he will achieve maximum theatrical success as a director in middle age. All this and much more is clearly shown on Draper's horoscope.

Astrologers, palmists, numerologists, and graphologists regard each other with mutual suspicion. Their rival claims as fortunetellers would be fortified if all of them could concentrate on a single individual and agree about his future. There is no case of such an agreement on record. On the other hand, Dr. Arthur Holz, famed Viennese handwriting analyst, is favorably impressed by Myra Kingsley. From her scrawls on horoscopes, he deduces that she is socially talented, imaginative and fond of music.



DRAPER HOROSCOPE SHOWS THAT HE LIKES SURPRISES OF ALL SORTS

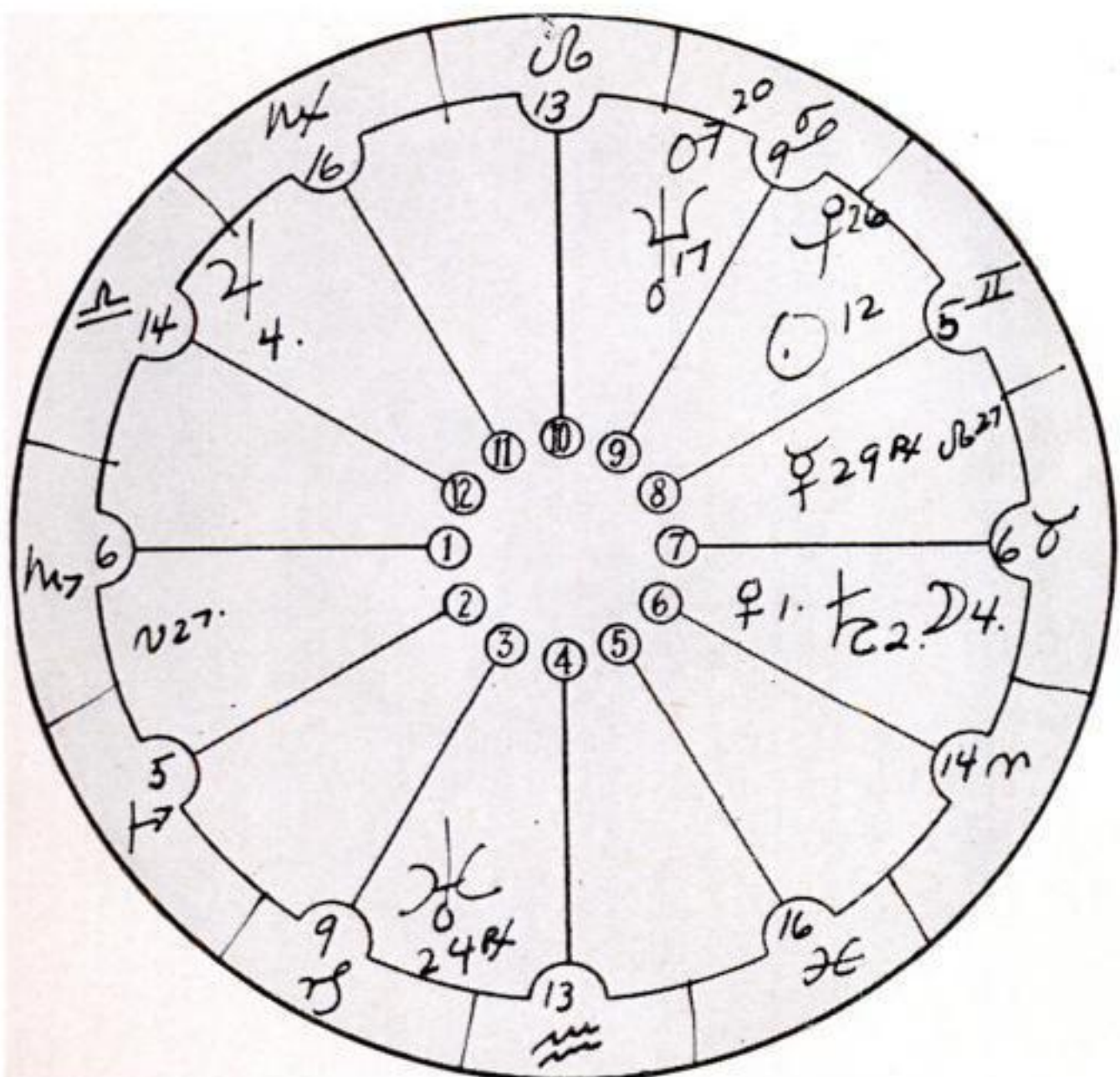




MYRA KINGSLEY POINTS OUT MOON OF TAURUS TO ROSALIND RUSSELL

Rosalind Russell is an ideal subject for astrological analysis. Born June 4, 1908, under the Sign of Gemini, she studied at the Academy of Dramatic Arts under the favorable auspices of Venus and the Moon in Taurus, proceeded to stage and movie acting with the aid of Mercury in Taurus. All this was as it should have been, according to Myra Kingsley who also anticipates a blooming of literary talent in Miss Russell under her presiding Gemini, and a great romance, with Jupiter in conjunction with Venus. Both these portents will occur shortly. Co-operating wholeheartedly with her astrologer, Miss Russell is already at work on a novel and her Hollywood memoirs.

Part of the procedure of a first-rate astrologer is not only to talk, but also to write, in gibberish. Anyone who guesses that the numbers on the hub of Miss Russell's chart (below) represent the twelve months is mistaken. Curlicues in the outside rim are astrologer's shorthand for the signs of the Zodiac and henscratches between the spokes of the wheel indicate the planets' positions. But what all these numbers and squiggles add up in terms of Miss Russell's personality is Myra Kingsley's professional secret.



ROSALIND RUSSELL'S HOROSCOPE PRESAGES SUCCESS ABROAD IN 1944



NO...White Rock is not a local tap-water, carbonated



It is a keen *mineral* spring water that improves highballs

**GOOD WHISKIES**

**DESERVE**

***White Rock***

**ALL OTHER WHISKIES**

**NEED IT!**



# Blatz

## Old Heidelberg Beer

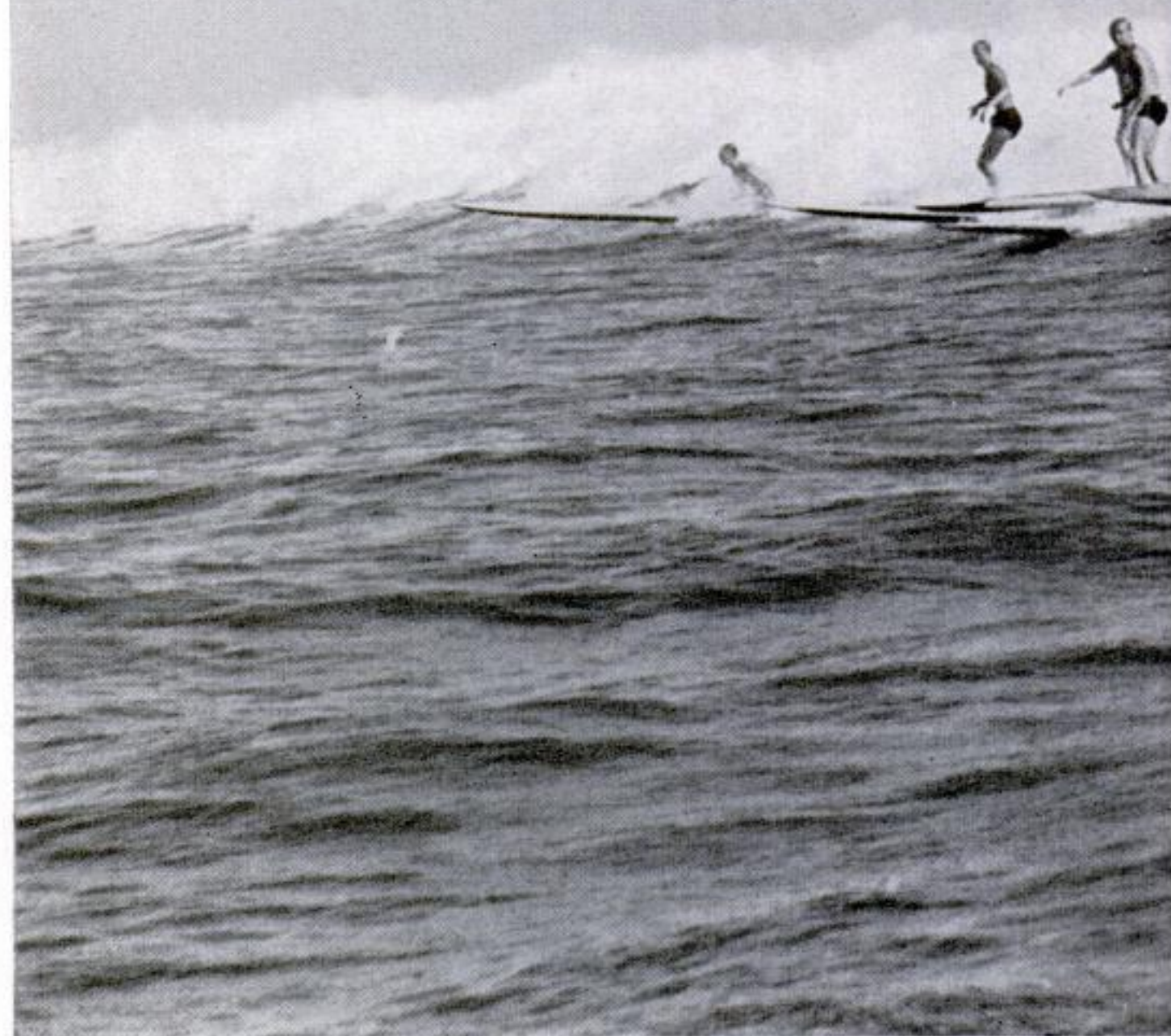
**FOR THOSE WHO  
WANT THE BEST**

Once you try Blatz Old Heidelberg *Special Pilsener Beer*, no other beer will satisfy you. Sparkling brilliance, uniform superior quality, and tempting flavor make it the very best of good beer. So when ordering beer from your dealer, if you want Milwaukee's most popular bottled beer, ask for Blatz.

**BLATZ BREWING CO., MILWAUKEE, WIS.**  
88 years of brewing experience—established 1851



Copyright 1939, Blatz Brewing Co., Milwaukee, Wis.



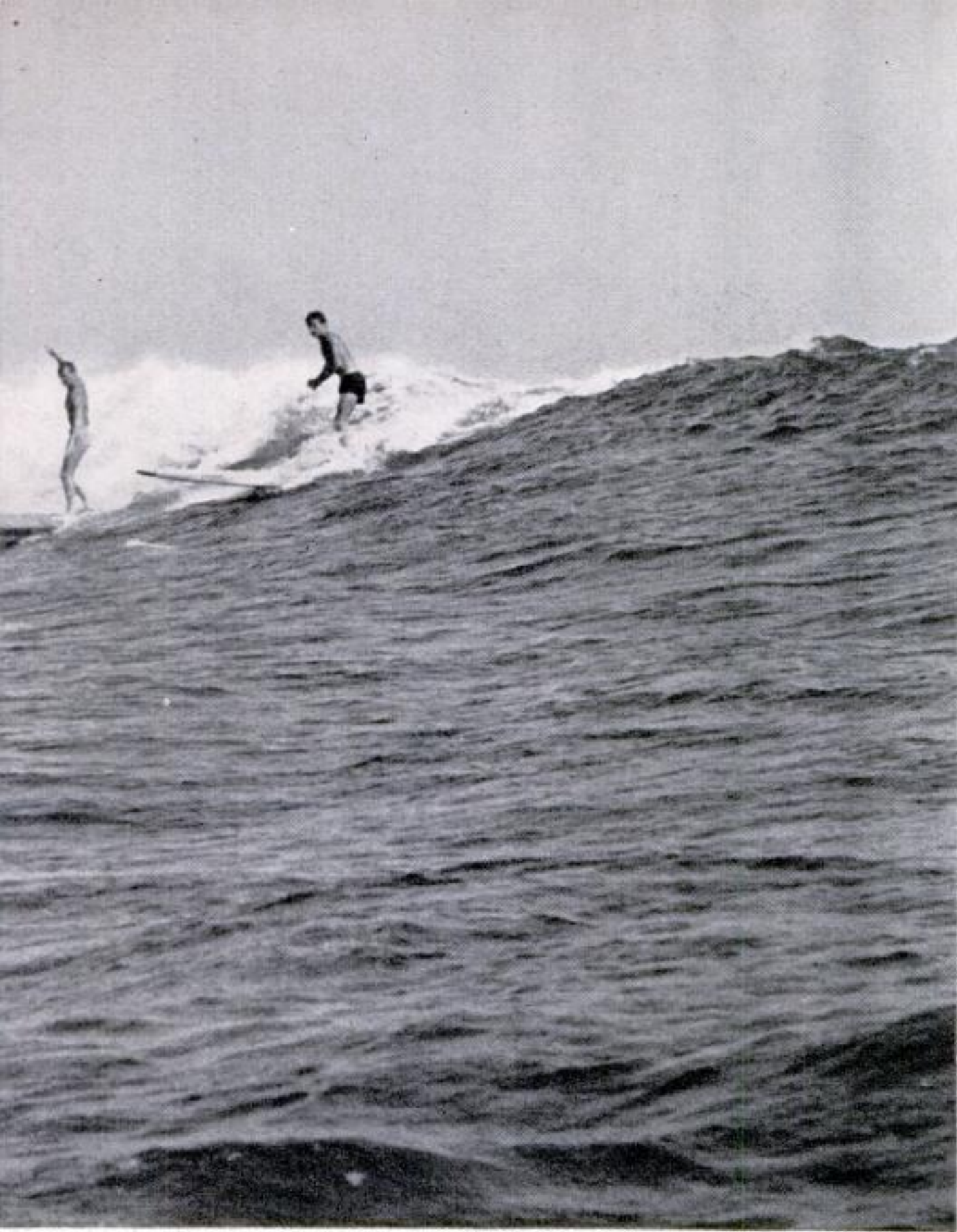
## ROLLING WAVES PROVIDE THRILLS

**F**or sheer fun, nothing can equal the thrills of riding a surfboard. It is like tobogganing down a moving hill. Floating on a 13-ft. wooden board, the rider is suddenly lifted upward by an onrushing wave. As he begins to shoot forward and careen down the sloping water, he gets to his feet, guides his board obliquely on the wave. If his balance is not right, the churning crest may engulf and sink him, leave him gurgling and gulping for air. If he is an expert, he may travel at a speed of 35 m.p.h., ride a wave for half a mile.

The pictures on this page were taken at San Onofre Beach south of Los Angeles, probably the best place for surfboarding in the U. S.







## FOR CALIFORNIA'S SURF RIDERS

The waves there are long and rolling. A shelving shoal, combined with westerly winds, breaks the landward surge of deep water, tosses up the waves which roll, smooth and regular, onto the beach. There every Sunday come surfboard addicts from all California. Most of them arrive late Saturday afternoon, stay up half the night singing, dancing and having fun. Then they roll up in blankets, sleep on the sand. At 4 a.m. they begin their surfboarding.

On July 8, they held their annual championships. As these pictures show, some of the riders (*above*) were experts, came all the way into the beach. Others (*below*) had difficulty getting started.



## Debs Dazzle Men's Eyes after a Woodbury Facial Cocktail



*Miss Katherine Newman*

... charming debutante of Atlanta, Ga., has luminous brown eyes and chestnut-brown hair. She keeps her complexion clear and exquisite with Woodbury Facial Soap.

Says CHOLLY KNICKERBOCKER, *Noted Society Commentator*

"The saying goes, 'All is fair in love'. So the debs take a 5 o'clock Beauty Cocktail with Woodbury to give them a head-and-heart start in the race to Love's altar."

**Make men's glances linger! With a Woodbury Facial Cocktail, skin glows to life, feels heavenly soft**

IT'S FOOLHARDY, say the debs, to wear a dull, tired face to a dance, if you want men to single you out for your charm. Brighten your complexion first, they advise, with a refreshing, skin-invigorating Woodbury Facial Cocktail.

Just whip up a rich, fluffy lather of fragrant Woodbury Facial Soap. Smooth it generously over your face. Leave it on a few minutes before you rinse. Your weary skin will soon emerge as soft as a rose in bud.

Today's smart debs are the third generation of lovely users of Woodbury.

Their elders before them used this famous beauty formula of soothing oils to cultivate exquisite complexions. Now a skin-invigorating Vitamin in Woodbury contributes still more to

glamorous skin loveliness. This Vitamin, says an eminent skin scientist, works for the skin's radiant vitality.

Get several cakes of Woodbury Facial Soap today, sold everywhere. Tonight, before dinner, give your complexion this rousing Beauty Cocktail. Take a refreshing "facial" with Woodbury when you go to bed, too. It's Beauty's grandest nightcap.



now 10¢

CONTAINS SKIN-INVIGORATING VITAMIN\*  
\*Produced by ultra-violet irradiation—Pat. No. 1676579



# INLAND SCOWS



JOHN ARFT JR.'S "SILHOUETTE" FLOATS ON HER BEAM'S END IN LAKE WINNEBAGO. A SUDDEN GUST OF WIND SWEEPING ACROSS THE LAKE CAUGHT THE SAIL, TIPPED THE



**Bilge boards** serve as a seat while the *Silhouette's* crew awaits rescue. A scow's bottom appears flat. Actually it is molded with a slight curvature fore and aft. It draws only 10 in. of water.

## The world's fastest sailboats can make 28 knots but they also tip over easily

Inland scows are the world's fastest sailboats. Although America's Cup boats have been known to travel at 16 knots, these queer, flat-bottomed scows, speeding along at 28 knots, could beat them easily down wind.

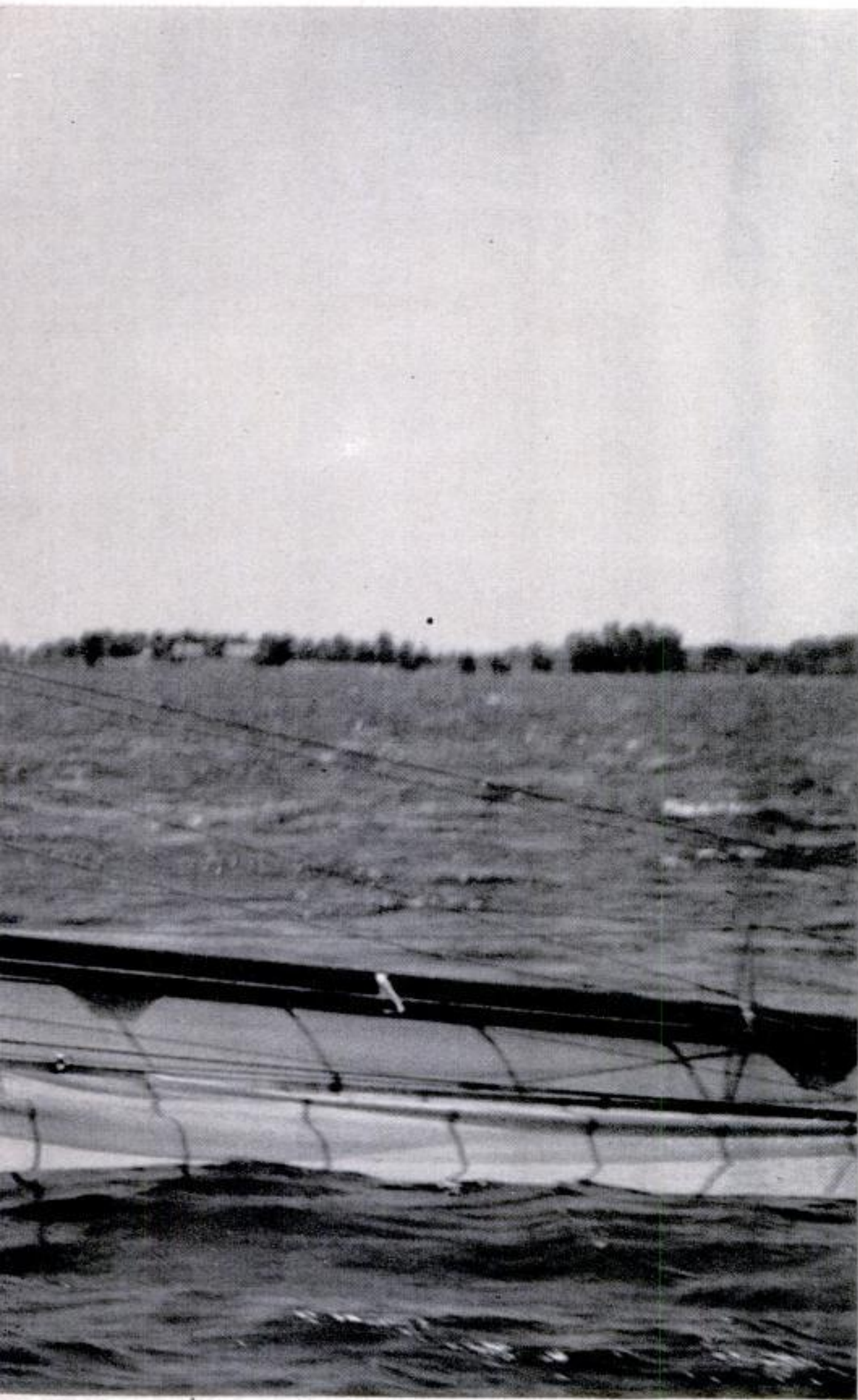
Inland scows look more like floating dishes than sailboats. Instead of cutting through the water, they skim over its surface. And they tip over easily. Sometimes, in a storm, an entire fleet of inland scows will capsize all at once.

The boat shown on these pages ran into a sudden puff of wind. Out for a sail, July 9, on Wisconsin's Lake Winnebago, Johnny Arft's *Silhouette* was making 15 knots on a starboard tack. When the puff hit, the main-sheet should have been eased. But the crew was careless and in a second the boat heeled on its side, tipped over. The sailors clambered up top-side, kept dry and warm. Ten minutes later a power boat came to the rescue, lifted *Silhouette's* mast out of water, heaved it upright.

Scows tip over easily because they have practically no draft, have no keel or centerboard. Instead, they have two little bilge boards which prevent the boat from drifting to leeward. In the rough water of an ocean or bay, the scows would be handicapped.

For the smooth waters of Midwestern lakes, however, they are perfect. There they can show their tremendous speed. Today, in Minnesota, Illinois, Wisconsin, Michigan and Indiana, there are 560 of them. The fastest are 38 ft. long, carry 475 sq. ft. of sail. Usually they are built of Wisconsin pine with a deck of cedar trimmed with mahogany, cost \$4,000. Their proud owners feel only contempt for slow, salt-water boats.





SCOW OVER. THE CREW CLIMBED UP OVER THE SIDE, DIDN'T EVEN GET WET



A crew member loosens halyard so that the sail will not stretch out of shape. When wet, a sail is very perishable. It must be dried carefully before being used again.

CONTINUED ON NEXT PAGE

# GIN QUIZ No 7



Questions and Answers that will help you make better Gin Sours

By JOHN T. FITZGERALD

Chief Instructor  
Bartenders School, Inc.  
New York City

**I** In making a Gin Sour, does it matter in what order the various ingredients are put into the shaker?

Yes—the fruit juice and sugar should be put in together to balance each other before the gin is added.

**II** Which is better—powdered or granulated sugar?

Powdered sugar is better because it dissolves faster. But powdered sugar sometimes has a tendency to cake; so I prefer to use a combination of powdered and granulated sugar.

**III** Must Italian lemons be used in a Gin Sour?

No—American lemons are satisfactory, especially if you make the Sour with Hiram Walker's Gin.

**IV** How does Hiram Walker's Gin differ from other distilled gins?

Hiram Walker invented an exclusive method that insures *uniform* flavor from bottle to bottle. The flavor strength of each ingredient is accurately measured to achieve a perfect balance. Then, thanks to the famous "Controlled Condensation Process," this flavor "harmony" is maintained throughout the entire distilling process. No flavor can come through too weak or too harsh... every bottle has the same balanced perfection.



## GIN SOUR for two

Juice of 2 lemons  
2 teaspoonfuls powdered sugar  
3 ounces Hiram Walker's Gin

Shake well with cracked ice, strain into glasses, and fill with carbonated water. Decorate with fruit if desired.

*Harmonized*  
**FLAVOR**

... that's why  
**America buys more**  
*Hiram Walker Gins*  
**than any other kind**

Distilled from grain. 90 proof. Hiram Walker & Sons Inc., Peoria, Illinois





## INLAND SAILING IS BOOMING

**T**his picture of J. H. Kimberly's *Phantom III* on Lake Winnebago is as significant as it is beautiful. Years ago, when photographers wanted pictures of billowing spinnakers and sleek genoa jibs, they had to go mostly to the ocean or, at least, to salt water. Today, increasing thousands of sailboats are appearing on inland lakes throughout the land. Seldom does a photographer have to go far to find them.

Lake Winnebago is typical of this inland yachting. There the *Phantom III* races with 65 other boats in the regattas of the Neenah Nodaway Yacht Club. Skippers are bankers, lawyers, salesmen or garagemen, from all over Wisconsin. Most of them are good sailors. They study racing tactics, know racing rules. Their races are faster and keener than those of most of the swank clubs on the Atlantic seaboard.





*Sweethearts!*  
**Buy during August Sales**  
**Save \$10 on Your Gift for Her!**

★ Equipped  
 with  
 Lane  
 Automatic  
 Tray

*While They Last!*  
 ★ **\$27.95**

*Slightly higher in West and Canada  
 due to freight cost*

**A Regular \$37.95 Value**  
 This Lane August sale special is a big, roomy 48-inch chest with the modern waterfall trunk top. Finished in rich matched walnut, zebra wood, and walnut stump veneers. Has all Lane exclusive aroma-tight features and Lane Automatic Tray as illustrated in chest in lower left corner.  
 Both manufacturer and dealer are sacrificing profits at this special sale price to assure steady employment for men during summer.

# LANE'S AUGUST SALE SPECIAL

**SEE IT AT YOUR  
 LANE  
 DEALER'S!**

## ONLY LANE HAS ALL THESE MOTH PROTECTION FEATURES

1. The only tested aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.

3. Built of 3/4-inch aromatic red cedar in accordance with U. S. Government recommendations.
4. New waterproof Lane-welded Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent stickiness.
6. Free moth insurance policy written by one of world's largest insurance companies.

What a money-saving opportunity this is for sweethearts and parents! You save more than one fourth on this superb new Lane August sale special. It's the loveliest of all love gifts—latest design with all Lane's exclusive guaranteed moth protection features—backed by the free moth insurance policy of one of the world's largest insurance companies—a regular

\$37.95 value for only \$27.95. See it now and all other Lane models which your Lane dealer has specially priced for his August sales. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels Ltd., Hanover, Ont.  
*Also makers of Virginia Maid Cedar Chests without Lane's exclusive features*

## THE GIFT THAT STARTS A HOME

*Ideal for Sweethearts, Daughters, and Mothers  
 For Graduation, Weddings, Birthdays, Confirmation*



No. 44-1631 (at left)—A rich mahogany chest inspired by 18th-century design. Hand-rubbed, dull satin mahogany finish. Equipped with Lane Automatic Tray.

No. 44-1688 (at right)—A splendid example of Colonial design in antique maple. Spinning wheel plaque adds richness to chaste simplicity of this beautiful chest.

**LANE**  
*Cedar* HOPE CHEST





Now! Sensationally reduced price on genuine



# DR. WEST'S Water-proofed Toothbrushes 2 for 49¢

DR. WEST'S  
VACATION  
OFFER



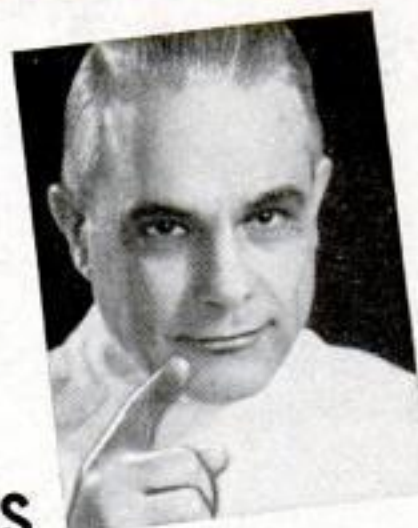
**GUARANTEED** the same  
brushes of unchanged quality  
that outsold all others for 10  
years at 50¢ each

Here's a brush that never sold below 47¢ until last summer, when we introduced the sensational DR. WEST'S Miracle-Tuft Toothbrush.

It's the brush that outsold all others for 10 years at 50¢—and you can now buy it 2 brushes for 49¢!

So throw away your old worn-out toothbrushes. They cannot possibly clean teeth. Here's your opportunity to practice real thrift and really do something for your teeth: Get 2 DR. WEST'S Water-proofed brushes for 49¢ and lay in a supply for each member of your family.

*Any Dentist  
will tell you —*



**SOGGY TOOTHBRUSHES  
CANNOT POSSIBLY CLEAN TEETH . . .**

**5 dangers in using old, soggy toothbrushes:**

When teeth are not thoroughly cleaned, there's danger of decay . . . danger to health. There's real danger of bad breath odor. There is definite damage to personal appearance . . . to self-respect.

Better take a good look at the toothbrush you are using . . . and get a new one that's really efficient.

MADE AND GUARANTEED BY THE MAKERS OF THE FAMOUS DR. WEST'S MIRACLE-TUFT

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# SOCIAL SECURITY



## CONGRESS WRITES 45,000,000 LIFE INSURANCE POLICIES

If you work for wages or salary, your name is probably in these files. A quick flip through them or other sets of files in the same big drafty warehouse in Baltimore will turn up cards and sheets showing your name, age, sex, color, city, your employer's name & address, and the amount of money you have earned (up to \$3,000 a year) since Jan. 1, 1937. This may affect your life more directly than anything else the New Deal has done. For these are the old-age insurance records of the U. S. Social Security Administration. Listed in them are the 45,000,000-odd Americans who are now piling up credits toward a Federal old-age annuity. On July 23 the Social Security Board announced that it is now prepared to tell anybody on the list exactly how much has been paid toward his or her annuity up to Jan. 1, 1939. Meantime, as this issue of LIFE went to press, far more sensational news for every Government-insured citizen was brewing in a Congressional conference, which was busy composing minor differences between major amendments to the Social Security Act lately passed by the House and Senate.

When President Roosevelt signed the Social Security Act just four years ago this month, he hailed

it truly as a milestone in American history. Nobody, however, regarded the Act as much more than a long first step toward its objectives, a tentative plan to be revised and expanded with experience. The most criticized feature of the Act has been its scheme for financing old-age insurance, under which it was planned to pile up a fantastic 47-billion-dollar reserve by 1980. The joker in this is that the Government has been spending Social Security tax money for ordinary expenses and putting its own I.O.U.'s



FEDERAL SECURITY ADMINISTRATOR McNUTT & AIDES

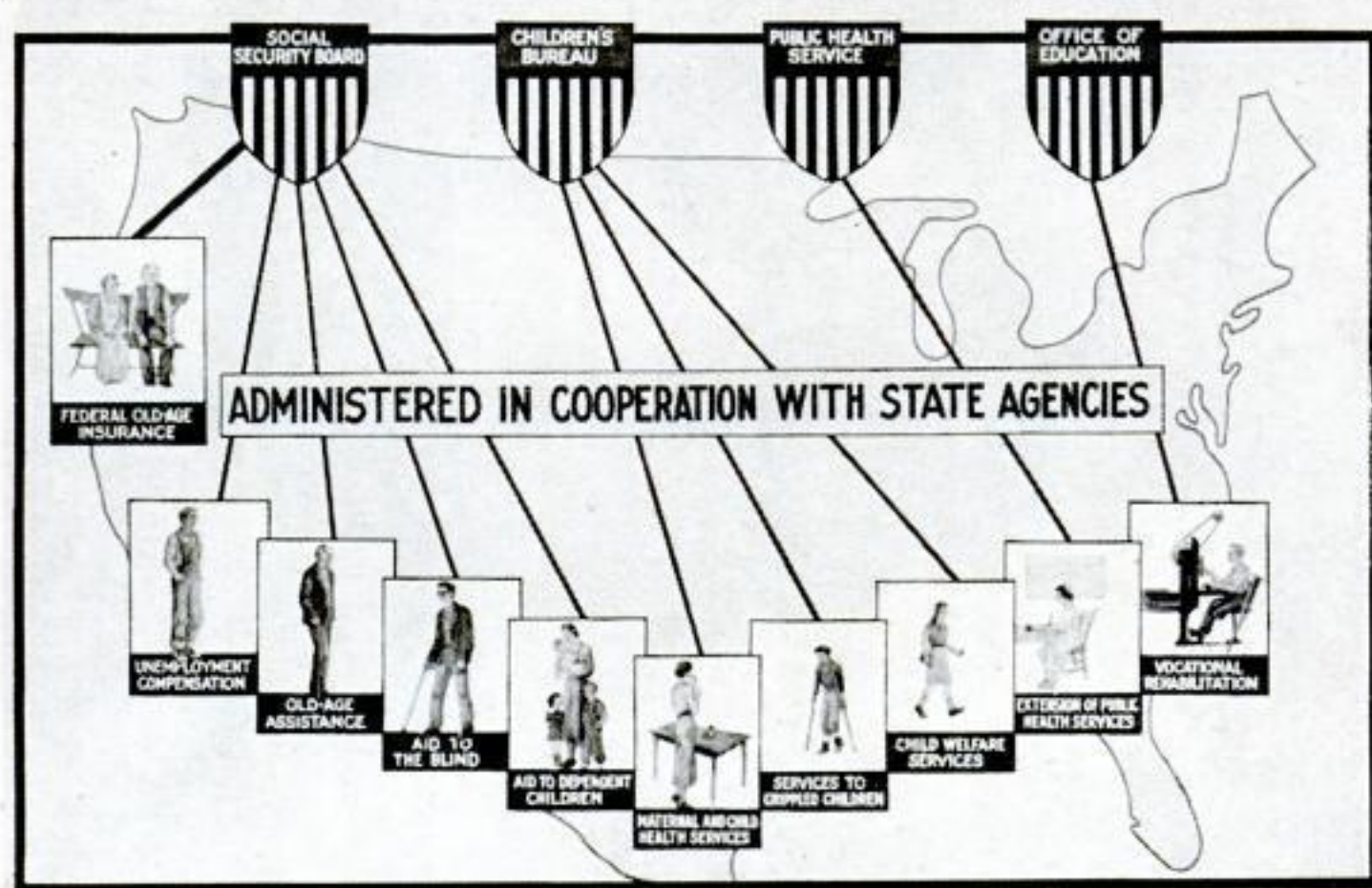
(i.e., bonds) in the reserve fund. Thus, when the time came to pay old-age annuities partly out of the interest on the bonds, the money could be raised only by taxing the people a second time. Another objection was that, to build up this huge reserve, the Government would for the next 30 years have to take away far more from American wage earners and employers in Social Security taxes than it would give back in Social Security benefits—thus putting a huge crimp in the nation's purchasing power.

This year, on advice of experts and with the political pressure of the Townsendites furnishing extra steam, Congress got busy remedying these defects by arranging to postpone scheduled tax increases and to pay out bigger benefits earlier than had been planned, on a pay-as-you-go basis with a reserve of only about \$3,000,000,000. The details—exciting personal news to every American concerned—are explained on following pages. In those pages LIFE reaches into government files to find individual Americans who are benefiting from the various phases of Social Security, most of which were recently co-ordinated in a Federal Security Administration headed by the handsome young man on the cover (left).

CONTINUED ON NEXT PAGE



# HOW THE SOCIAL SECURITY PROGRAM IS ADMINISTERED



STATES ADMINISTER AND HELP PAY FOR MOST OF SOCIAL SECURITY PROGRAM

## SOCIAL SECURITY (continued)

### WIVES, CHILDREN AND PARENTS TO GET GOVERNMENT ANNUITIES

The sensational news in the Social Security amendments is this: Under the original plan, the annuities to be paid under the old-age insurance provisions of the Act applied solely to the individuals insured. Thus, if a man reaching 65 still had a wife to support, he would get nothing extra for her. If he died before reaching 65, his widow and children would get only a lump sum representing the taxes which he and his employer had paid into the Social Security fund, plus interest. If, after 65, he died before his annuities had equaled the tax contributions plus interest, his heirs would receive only the balance in a lump sum.

Under the current amendments, old-age insurance is to be extended to whole families. When a man reaches 65, if he has a wife also aged 65 he will get an

#### OLD-AGE INSURANCE



**Louis George Hac**, shown (right) on his porch in Lincoln, Neb., with the manager of the local Social Security field office, has been a planing-mill worker since he was 13. Last May he was 65. From Social Security he received a lump-sum payment of \$85.70 as his old-age insurance benefit. Under the new amendments he may receive an annuity when he retires. Chief groups excluded from old-age insurance are domestic servants, farm workers and government employees. Amendments will extend coverage to 1,100,000 seamen, bank employees, others formerly excluded.

#### OLD-AGE ASSISTANCE



**Mr. and Mrs. Jacob Kolb** live in a five-room house in Lincoln's German-Russian settlement. Mr. Kolb used to work summers in Nebraska beet fields, and winters as a track laborer. Now 71, he quit work at 59 on the orders of a doctor who told him his "back was sprung." After that Mrs. Kolb, now 69, supported them by working as a servant and charwoman. They have two sons, both on WPA, and a married daughter. Under Social Security, the Kolbs now receive \$21 per month apiece in old-age assistance pensions. This is straight



extra 50% of his annuity for her. If he dies even before reaching 65, his widow will receive each year for the rest of her life three-fourths of his annuity (which is based on the length of time he has worked and paid Social Security taxes, and his average earnings during that time). And until they are 16 (or 18 if attending school), each of his surviving children will receive 50% of his annuity. If a man leaves no other heirs, his surviving parents each get 50% of his annuity provided they are dependent and over 65. And all this is to begin not in 1942 as originally planned, but on Jan. 1, 1940. The revolutionary effect of this change is to give 45,000,000 Americans not merely old-age endowments but life-insurance policies, of considerable value in the upper brackets. Take, for example, a man who by Jan. 1 will, in the three years since the Act took effect, have earned and paid taxes on \$3,000 a year—the top limit on which taxes are laid and benefits paid. If he should die next year leaving a wife and two children, they would at once begin receiving an annuity of \$72.10 a month. For this he has paid, and will pay until 1943, only \$30 a year (1% of \$3,000), with his employer paying an equal amount. As presently planned, the most that he and his employer will ever pay—beginning in 1949—is \$90 a year each (3%).

Following are tables of benefits to be paid at 65 under the amendments. Benefits to survivors are calculated on the basis of the single man's annuity.

Years under the plan	Monthly payments if average wage was \$50 a month		Monthly payments if average wage was \$100 a month		Years under the plan	Monthly payments if average wage was \$150 a month		Monthly payments if average wage was \$250 a month	
	Single	Married	Single	Married		Single	Married	Single	Married
3	\$20.60	\$30.90	\$25.75	\$38.63	3	\$30.90	\$46.35	\$41.20	\$61.80
5	21.00	31.50	26.25	39.38	5	31.50	47.25	42.00	63.00
10	22.00	33.00	27.50	41.25	10	33.00	49.50	44.00	66.00
20	24.00	36.00	30.00	45.00	20	36.00	54.00	48.00	72.00
30	26.00	39.00	32.50	48.75	30	39.00	58.50	52.00	78.00
40	28.00	40.00	35.00	52.50	40	42.00	63.00	56.00	84.00

Though old-age insurance is the biggest and best-known phase of Social Security, the program of the Act—as shown in the chart at left—is by no means limited to that. Few American lives remain unaffected by it. Its full scope and workings are brought to life in the pictures and stories on these and the following pages, all drawn from Nebraska and most from the single city of Lincoln.



public charity, not to be confused with old-age insurance. State and Federal Governments share the cost, the Federal Government matching dollar for dollar anything the State contributes up to \$15 a month. Pensions range from \$6.02 a month in Arkansas to \$32.45 in California. An estimated 1,850,000 Americans over 65 are receiving old-age assistance, at a cost of \$411,000,000. Congress passed amendments to raise the Federal matching contribution for old-age pensions to \$20 a month.

**Lela and Cecile Phillips**, aged 50 and 45, live with their brother Frank, 54, in a house in Lincoln which their mother left to them. All three have been purblind from birth. Though they can see dimly, they are classed as "economically blind" and each receives a pension of \$13.39 a month, half from the State and half from the Federal Government. This, they say, "is something to be thankful for but not enough for our needs." Out of the 135,000 blind people in America, some 45,000 are receiving pensions, ranging from \$6.53 in Arkansas to \$48.03 in California. All but eight States pay them.



## UNEMPLOYMENT COMPENSATION



**Omar Ford** is 30. He has a wife, Zola, a son, Buddy, 5, and lives in a two-room apartment in an old house on South 11th St. in Lincoln, Neb. He married Mrs. Ford seven years ago when he was working in the stores department at the University of Nebraska. Soon after, disliking inside work, he became an electric lineman. He was on a construction job last January

when work grew slack and he was laid off. Failing to find another job, he tried to get on WPA, but the rolls were full. For a while he tried selling Fuller brushes. Then in March he went to the State Employment Office in Lincoln (above), registered for a job and filed his claim for unemployment compensation. After the regular two-week waiting period,



he began getting a check for \$11.16 a week. Mrs. Ford spent most of it at the grocer's. It was not much for three, but Mrs. Ford is an expert cook, and it kept them alive. After six weeks the Employment Office found Mr. Ford a job with the Lincoln Water & Light Co. and he went happily back to work (extreme right). Since Nebraska allows a worker to draw unemployment compensation for 16 weeks a year,

## MATERNAL AND CHILD HEALTH SERVICES



**Mrs. R. J. Murphy** of North Platte, Neb., has a 10-month-old son, Jimmy, and a husband with no job. A nurse from the State Department of Health comes once or twice a month to look after her health and the baby's. Above: Nurse Laura Jones cleans Jimmy's nose. Expectant mothers who cannot afford private medical care are visited once a week during pregnancy, three times a week during the baby's first months. Last year Congress appropriated \$3,724,000 as the Federal contribution to reducing sickness and death of mothers and children.

## PUBLIC HEALTH SERVICES



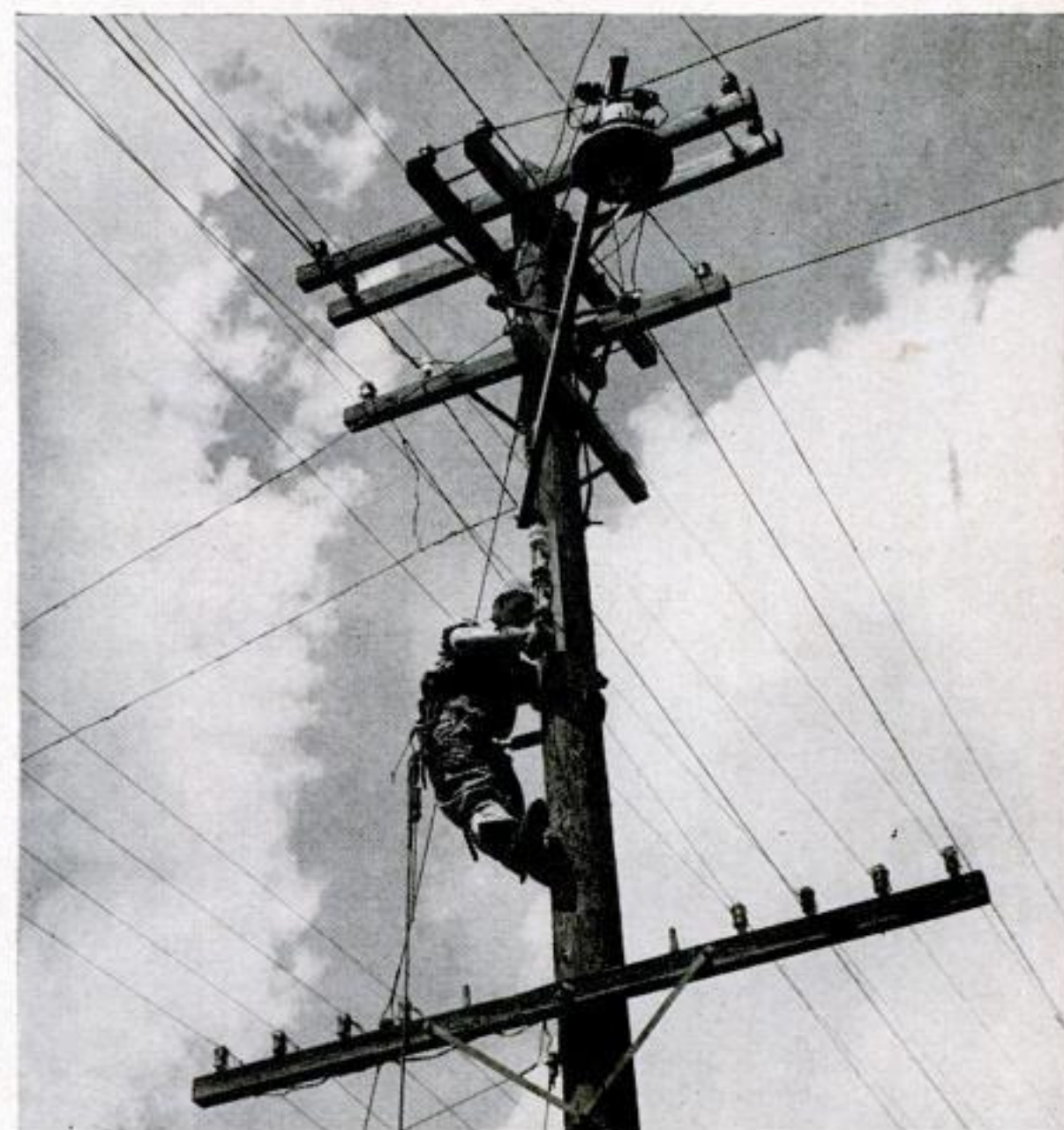
**Helen Leiser**, Public Health Service nurse, gives a group of North Platte Girl Scouts a lesson in baby care. The Public Health Service is devoted chiefly to research and health education. In co-operation with State Departments of Health, demonstration units consisting of physician, sanitary engineer and one or more nurses give lectures and group instruction in sanitation, home-nursing, infant care, etc. Dentists give similar community instruction in dental hygiene. The Federal appropriation for public health last year was just under \$8,000,000.





Omar Ford can draw benefits for ten more weeks if he loses his new job this year. In all States, employers of eight or more persons are taxed 3% of their payrolls for unemployment compensation, 90% of the tax going to the State reserve fund for benefit payments, 10% to the Federal Government for administrative expenses. Nearly 28,000,-

000 workers are now eligible for benefits. Because the States vary greatly in industrial wealth, payments range from \$5.69 a week in North Carolina to \$14.26 in Wyoming (Alaska pays \$15.05), averaging \$10.09. Payments are made from twelve weeks in Missouri to 32.8 weeks in Massachusetts. Under the new amendments,



taxes on employers will be reduced from 3% to 2.3%, provided their States have satisfactory reserves and employment records. Also, the employer will be taxed only on the first \$3,000 of each employee's salary, instead of on his total payroll. Estimated savings to employers: \$250,000,000 a year. The amendments also extend unemployment compensation coverage to 200,000 maritime workers, bank employees and others formerly excluded.



**Gene McDonald** (left) is 21. When he was 12, his mother died, his father went East, and he went to live on his grandparents' ranch at Alliance, Neb. Four years ago, at 17, Gene decided to strike out for himself. His trek ended abruptly at Cheyenne when, trying to hop a fast freight, he fell under the wheels and lost his right leg above the knee. Back in

Nebraska, he came under the care of the State's Vocational Rehabilitation Division, whose mission is to teach crippled citizens new livelihoods. The Division got him an artificial leg and sent him to York, Neb., to live with an uncle and study art in the local high school. Last year he was sent to a New York art school. This summer he is back in Nebraska

where his patrons, who think he is a second Frederic Remington, have arranged an exhibit of his Western paintings in the State Capitol at Lincoln (above). The total cost of Gene McDonald's training has been \$762.32, of which the Federal Government paid \$312.39. Some 48,000 crippled Americans are now getting a similar chance for useful lives.



**AID TO DEPENDENT CHILDREN**



**Mrs. Dorothea Dale** of North Platte, Neb., is 27 and the mother of four: (*l. to r.*) Ramona, 2, Caroline, 4 mo., Lawonne, 4, and Robert, 6. Last March her 29-year-old husband, after being out of work for some time, got a job as a railroad laborer. A month later he died of pneumonia. Mrs. Dale got a lump sum payment of \$22 as her husband's

old-age insurance benefit. To help her keep her children at home, instead of in an orphanage, she was also granted \$54 a month under the aid-to-dependent children provisions of the Social Security Act. Over 700,000 children in 300,000 American families are now receiving such aid. The Federal Government contributes one-third of the money,

last year spending \$100,000,000, and all but eight States are participating in the program. Payments average \$31.19 a month, ranging from \$8.14 in Arkansas to \$56.96 in Massachusetts. For children without parents or other relatives, the Social Security Act also provides a Child Welfare Service whose chief aim is to find foster homes.



## AID TO CRIPPLED CHILDREN

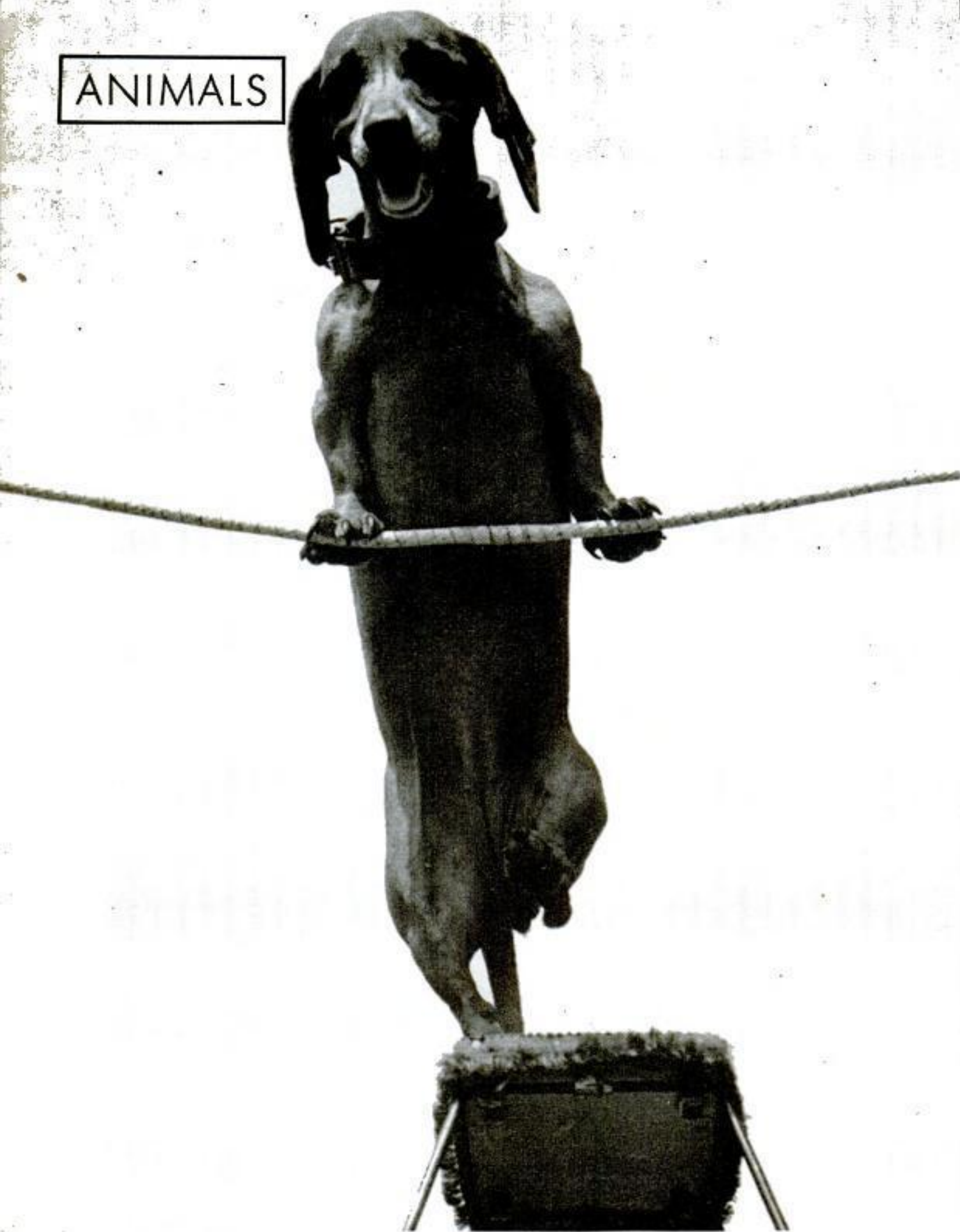


**Duane Christensen, 17**, is the son of an Omaha transfer company worker. Two years ago he was severely stricken with infantile paralysis. When he was taken to the State Orthopedic Hospital in Lincoln last year, his muscles were so wasted that he could not move. He still cannot stand without braces and a crutch. But his doctors expect that

after another year or so of treatment, and possibly some operations, he will be able to walk in braces. All States are now participating in the Social Security program for crippled children whose parents cannot afford to give them the treatment they need. Last year's Federal appropriation was \$3,000,000. Nebraska has received \$110,000 in

Federal funds in the past two years, spent another \$208,000 of its own. Next big step forward in Social Security is expected to be adoption of a great national health program, including public-health work, hospital building and health insurance, to provide adequate medical care for all Americans—one-third of whom now get little or none.





**For the tightrope** trick, a dachshund named Golda grips the swaying rope with her front paws. One rear leg still rests on a five-foot platform, which will later be taken away.



**Up goes Golda**, teetering on the rope. The most difficult part of this trick is to swing the back legs off the platform, get a grip on the rope before her long body falls backwards or forwards.

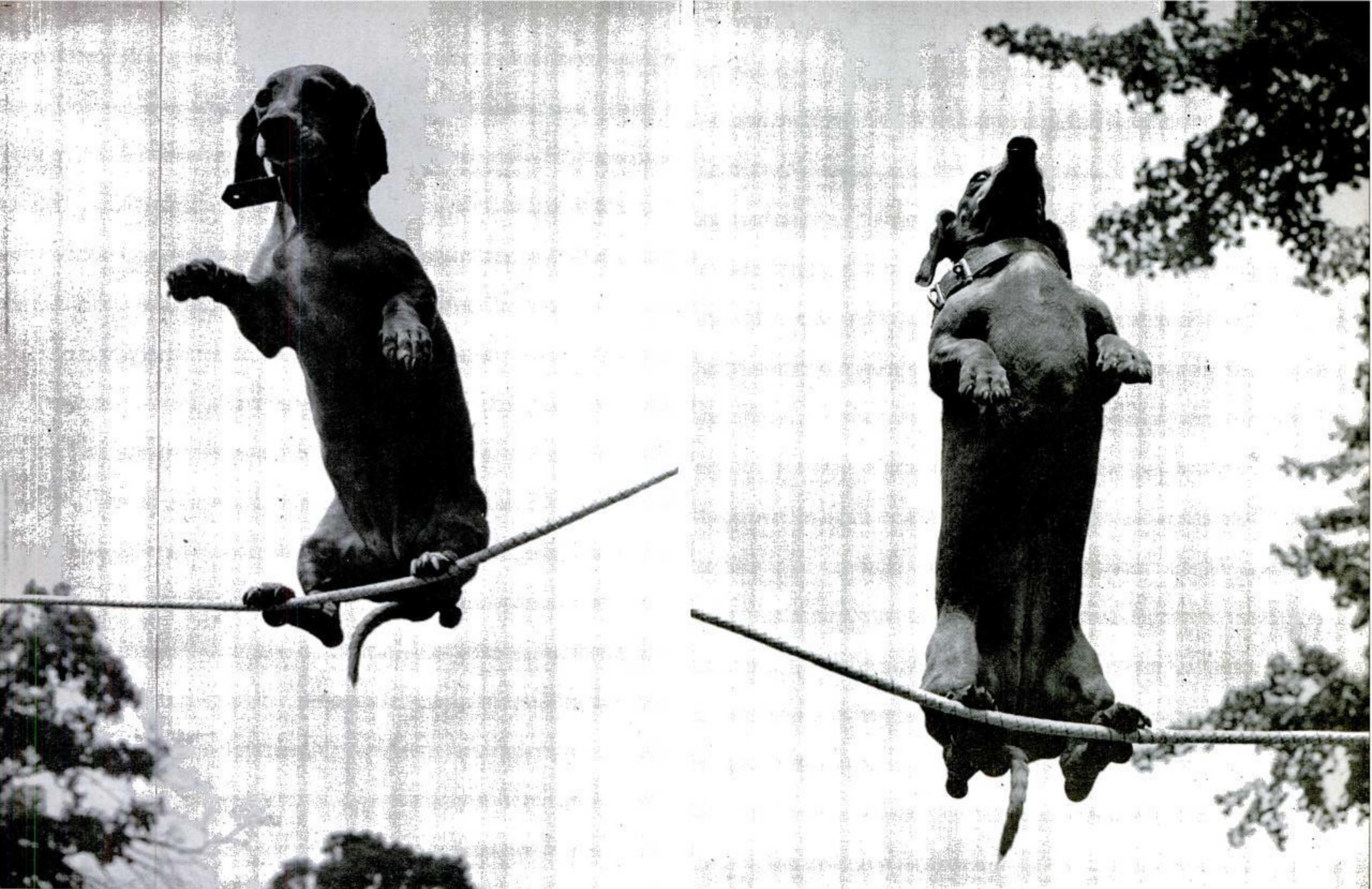


**The beer-barrel trick** is the climax to the stunts of the Woolford Weenies. The dogs push the big barrels back and

forth across the stage, jump on and off and, in formation, weave in and out of the barrels. They do these tricks at

country fairs and smalltime circuses. In fact, most of the dogs have been named after circus clowns and acrobats.





**Up go the dachshund's forefeet**, pawing the air nervously. For five or six seconds, the dog rocks back and forth and looks as if she is certain to tumble off. The platform has meanwhile been removed.

**The moment of triumph** comes at last. Cocky and very happy, Dachshund Golda regains her balance, throws out her chest, arches her neck. Like all acrobats, she loves to show off.

## ONLY ACROBATIC DACHSHUNDS ARE THE "WOOLFORD WEENIES"

**A** dachshund is a funny-looking little dog with a sausage body, piano legs and an elongated snout. Because he possesses a human philosophy of life, he is not easily trained to do tricks. His philosophy is like that of a wise old man. He is a complete introvert, is usually stubborn and almost never does anything he doesn't have to do. Like the poet Wordsworth, he dreams of "old, unhappy, far-off things and battles long ago."

The dachshunds on these pages are called the "Woolford Weenies." Trained by Mrs. Nana Woolford of Plainfield, N. J., daughter of a bareback rider with Barnum and Bailey's Circus, they are the only troop of dachshunds in the world who do acrobatic stunts. They are indeed remarkable dogs. To the tune of the *Beer Barrel Polka* they prance across a platform, pushing huge barrels in front of them. On a tightrope, they balance and skip. Some of them can even turn back somersaults, jump hurdles, walk on their hind legs, push baby carriages.

Mrs. Woolford has had her hands full training these philosophic dogs. All 15 of them are pedigreed, smooth-haired dachshunds. In most cases the training took one year. During that time, she learned a lot about dachshunds. Mostly she learned that the worst thing a trainer can do is to use a whip. The dog will then merely become morose and cringing. Because a dachshund is so sensitive, a verbal scolding is punishment enough. Mrs. Woolford also learned that dachshunds are jealous. Sometimes during a performance one dog will think another dog is stealing the show. He will leave his post, jump on the other dog's neck. Then there may well be an uproarious fight.



**The back somersault** starts when Mrs. Woolford calls "Allez." The dog's head shoots back, her legs come

forward. For a moment, she hangs in mid-air, then snaps her head and forefeet, right side up, to the platform.





In the "bone lab" at Harvard, Professor Hooton peers over a tray of skulls, the raw material of his science. From a skull the anthropologists can tell with certainty the age, sex and

race of its owner. But Professor Hooton, not content to measure bones and chart faces (see the opposite page), has put anthropology on the front pages. From his study of the

history of man as an animal, Hooton offers an answer to the question of why our social engine has stalled. "Maybe," he suggests, "somebody has watered the gasoline."

# HOOTON OF HARVARD

If the race continues to decay  
he predicts the twilight of man

by WALTER STOCKLY

A brilliant scientist who happens to have a flair for showmanship can hardly fail to be a successful teacher, and to that rule Professor Earnest Albert Hooton of Harvard is no exception. Before motion pictures in classrooms became common, Hooton used to edify his undergraduate classes at Harvard by imitating in person the postures and gaits of anthropoid apes—a realistic performance on the part of the stocky, stooped and bullet-headed professor who, by some feat of simian histrionics, made his arms appear to dangle below his knees. Hooton likes to hear people, especially young people, laugh. He seasons his lectures with juicy anecdotes, but he has learned to ration the juice so as not to disrupt the class entirely.

Once, in the midst of a sober discourse on heredity, Dr. Hooton told the story (better known in other versions) about an anthropologist who saw a black-haired young woman walking along the street, leading a little boy with flaming red hair. The anthropologist, who was interested in the inheritance of hair color, made bold to accost the woman, identified himself politely, and asked if she would mind telling him the color of the boy's father's hair. "I don't know what color his hair was," replied the young mother, "he didn't

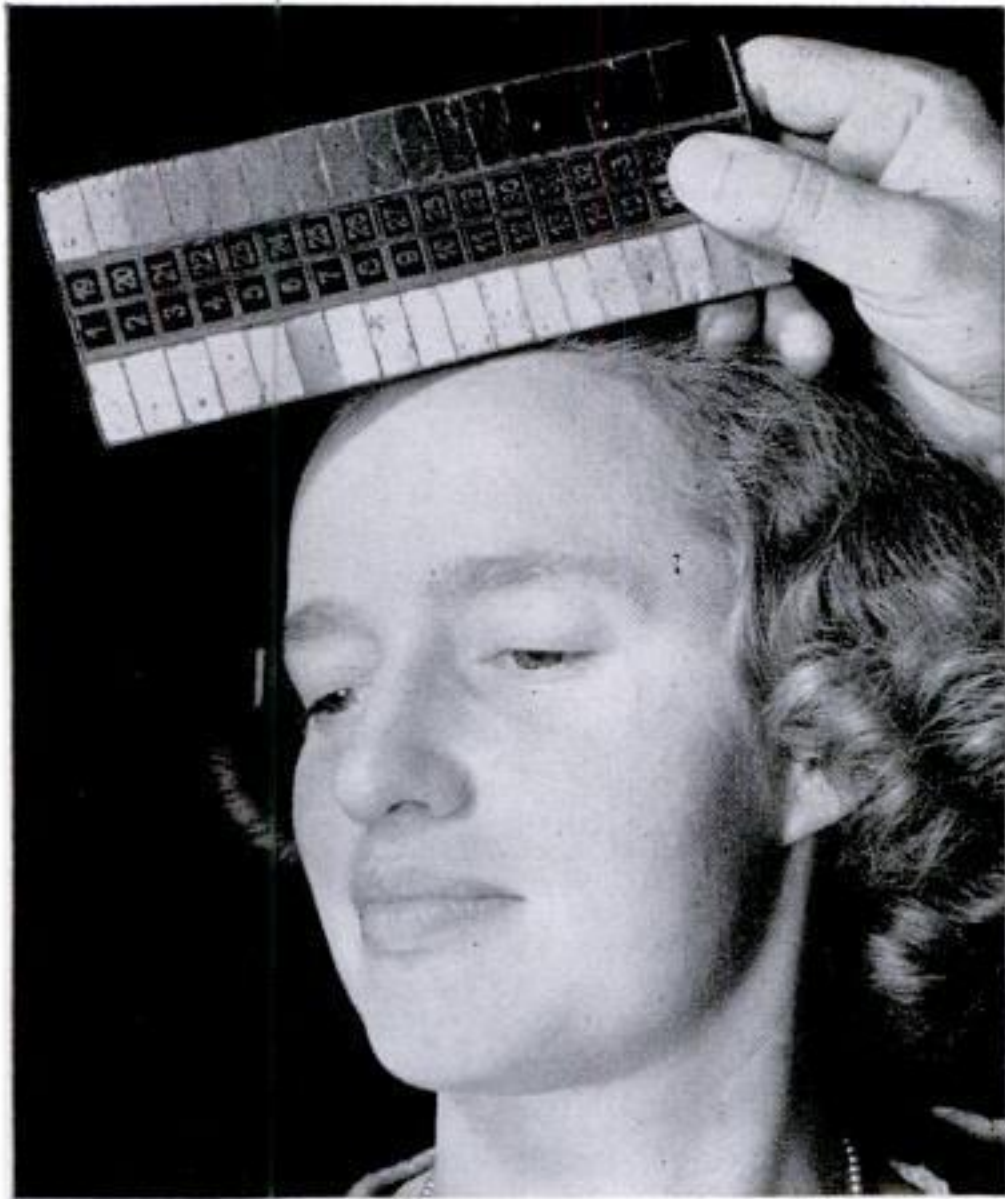
take his hat off." The class fell into an uproar and Hooton could not regain its attention. He never told the story in a class again except on rare occasions at the end of a period.

It is not, however, to his pranks and tales in Harvard classrooms that Hooton owes the extraordinary place he occupies among U.S. scientists. He is, first and foremost, an anthropologist. Anthropology, a term coined by Aristotle, means the study of man.

Purely as a scientist, Earnest Albert Hooton ranks near the top of American anthropologists, and he is one of the most gifted, versatile and articulate men in the whole history of that science. The complicated mechanisms beneath the skin of a human being are as familiar to him as the house on Main Street to a smalltown druggist, and he can do more things with an old skull and a pair of measuring calipers than Bob Feller can do with a baseball. He knows so much about the evolution of human teeth that orthodontists—dentists who specialize in correcting abnormal teeth and jaws—come to look at his dental collections and ask his advice. He has organized and directed a dozen fruitful expeditions, including a years-long survey of Ireland's population from the Stone Age to

CONTINUED ON PAGE 62

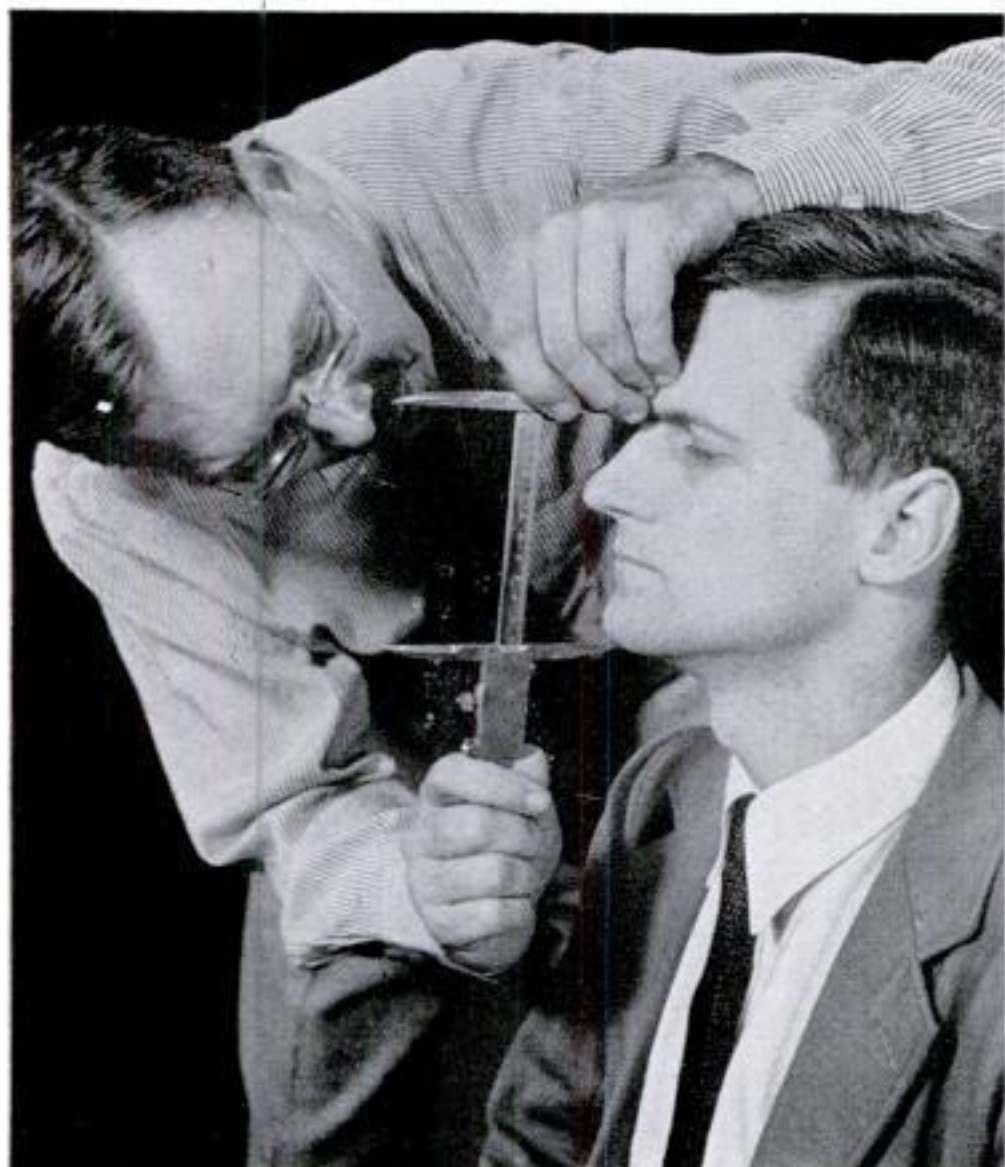




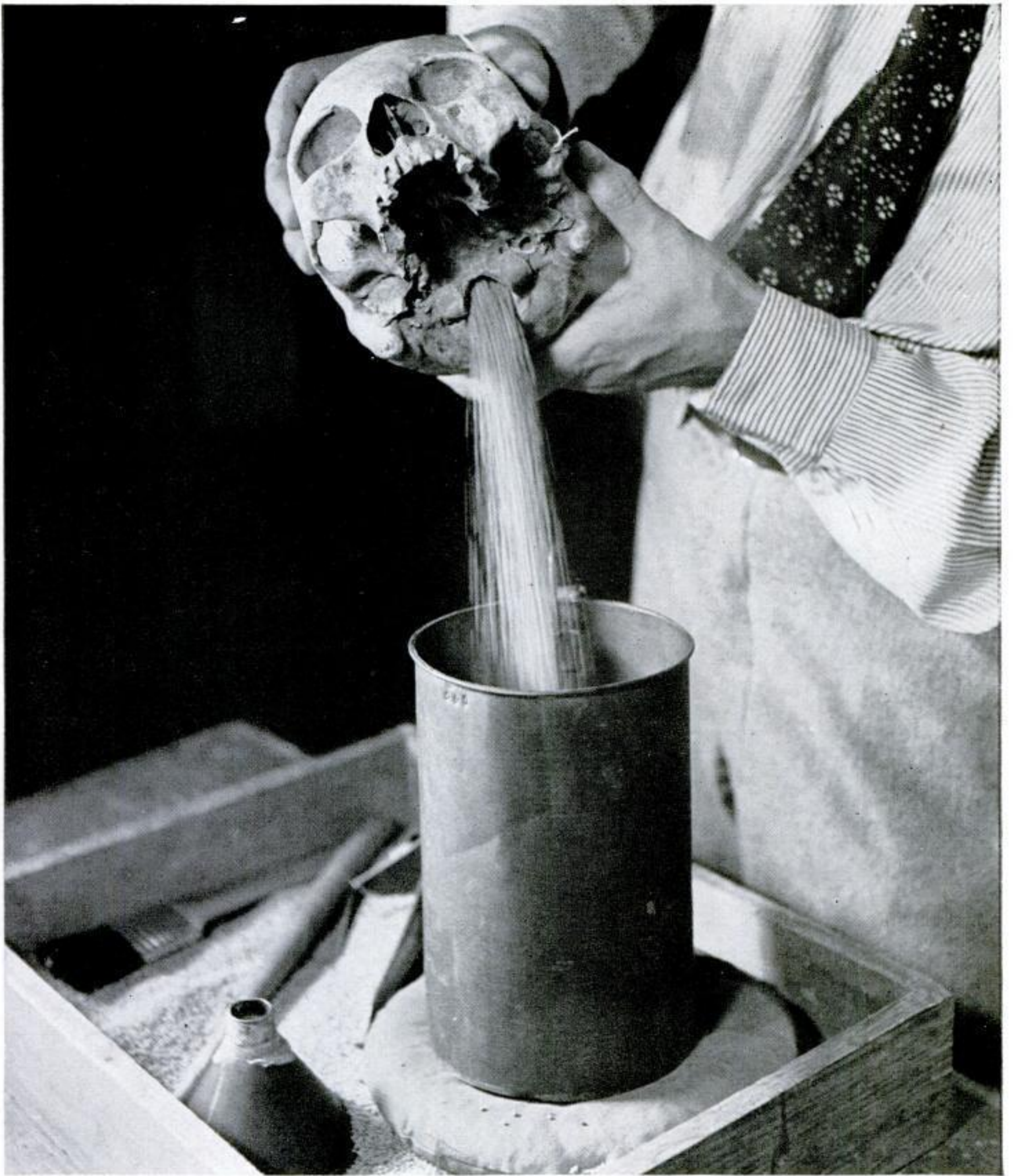
**Skin color** is measured with this scale of tinted porcelain blocks. Hooton has thus classified thousands of U. S. citizens.



**Hair color** is compared with these locks of real hair, graded in color sequence from blond to brunet, hinged to steel bar.



**"Menton-Nasion"** is the anthropologist's name for this face measurement from the root of the nose to the end of the chin.



**Cranial capacity**, a close indication of brain size, is found by packing millet seed into the skull with a plunger, pouring it out into a graduate.

Capacity of the average male is 1,450 c.c. and the average female capacity is 1,300 c.c.



**Nose breadth** is measured on the skull with sliding calipers. Shape of the nose is a very important criterion of race.

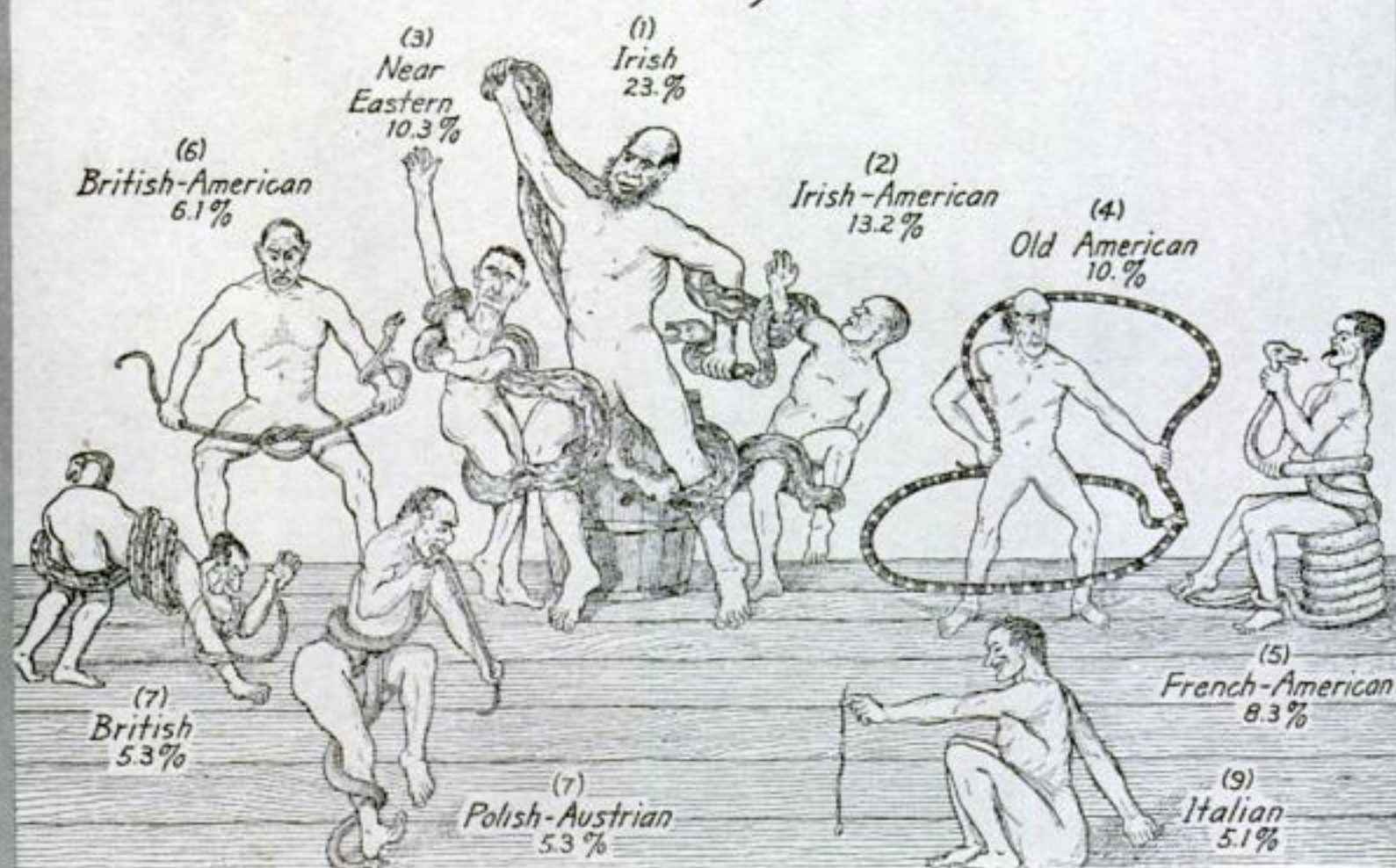
The skull is that of a modern Ute Indian who died about 1880. The measurements on skeletons are most accurate.



## HOOTON ON CRIMINALS

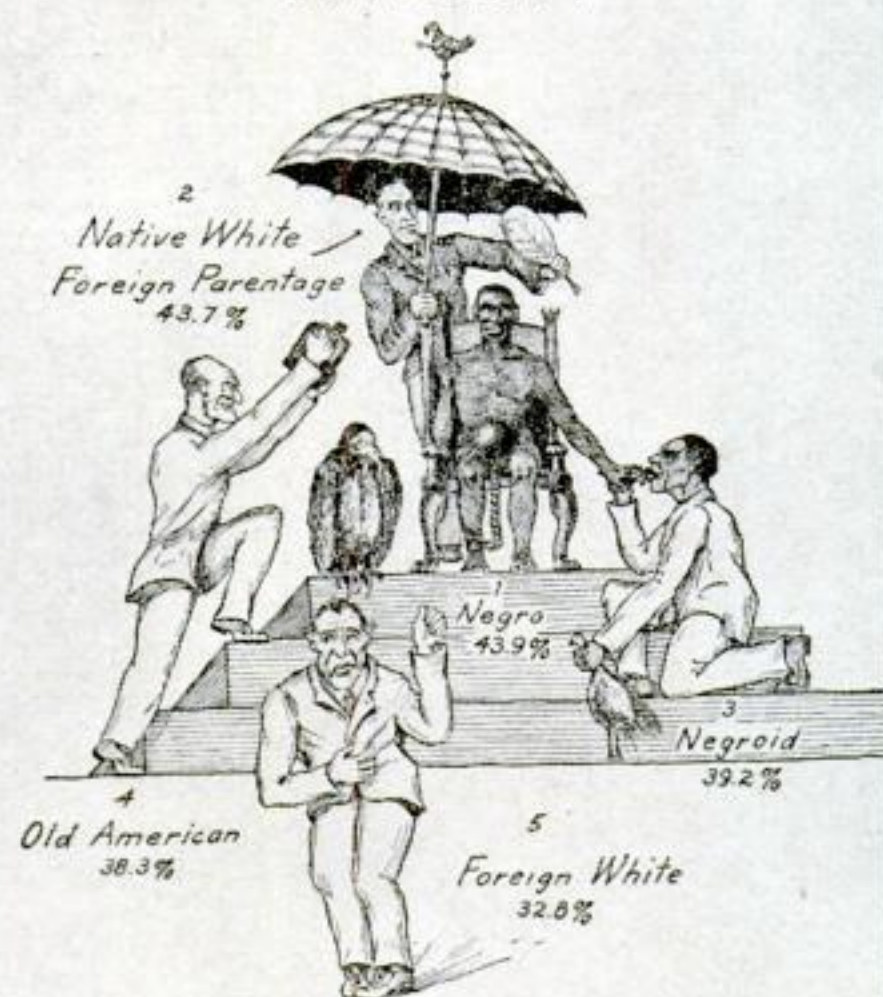
### OFFENSE RANKINGS OF CRIMINAL INSANE

#### Alcoholic Psychoses



Seventeen thousand criminals were studied by Hooton. This chart of the criminal insane, in which nationalities wrestle with snakes of delirium tremens, shows tendencies towards alcoholism. Irishman is worst. Italian, holding small garter snake, is the least tempted by drink.

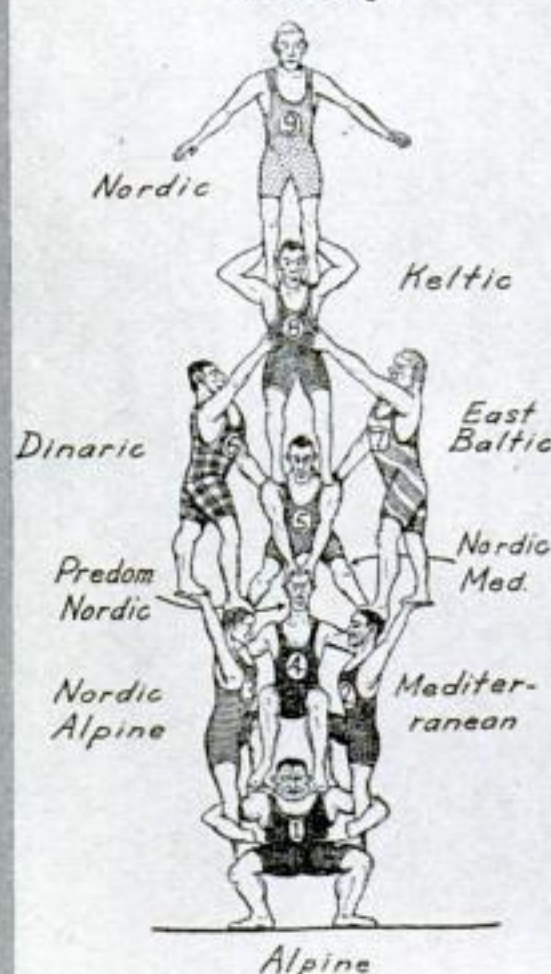
### RANKINGS IN BURGLARY AND LARCENY



Criminal tendencies of American types are ranked by Hooton. Negroes show the greatest propensity to burglary and larceny. Native whites are in second place.

### OFFENSE RANKINGS OF RACIAL TYPES

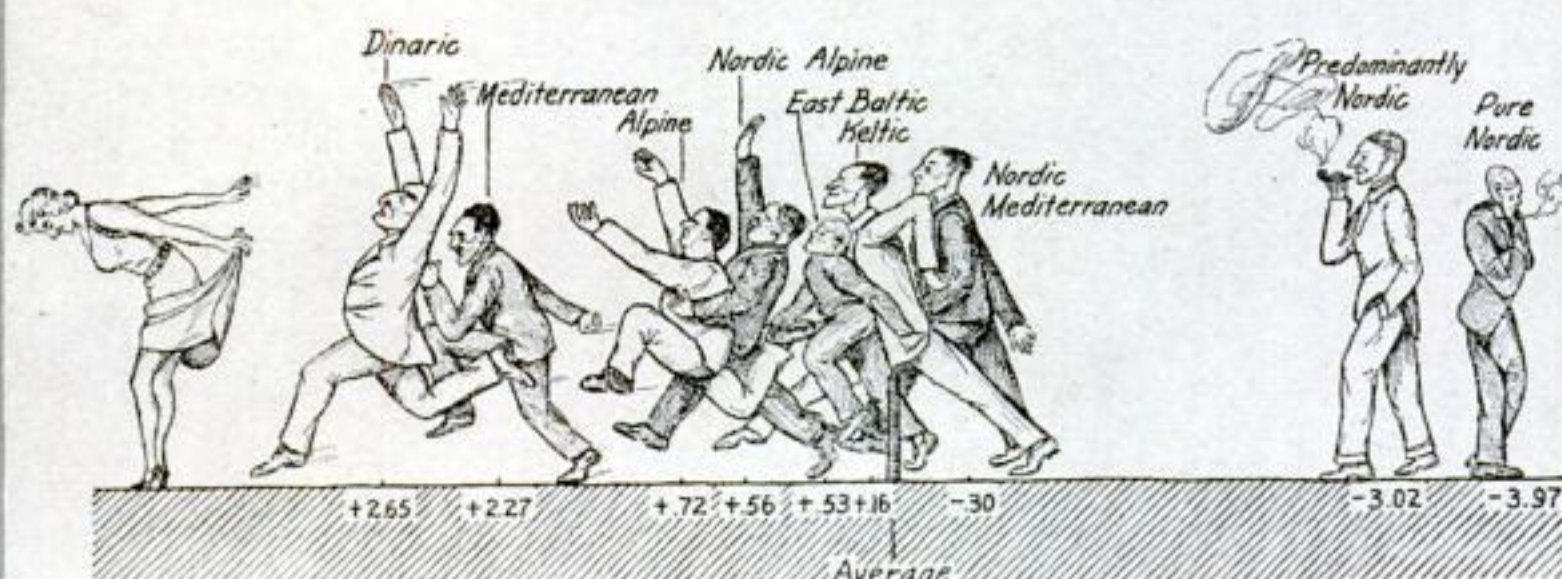
#### Robbery



Robberies are committed most often by Alpines (short, Brachycephalic brunets). Nordics rob the least.

### OFFENSE RANKINGS OF RACIAL TYPES

#### SEX



In sex offenses the Dinaric (tall, with flat-backed head and beaked nose) beats out the Mediterranean. Predominantly pure Nordics commit the fewest number of sex crimes. Negroes are not shown here but on a separate chart they rank below the whites, are indifferent to rape.

## Harvard's Hooton (continued)

the present day. He has such a flair for attracting and inspiring able young men that he has made Harvard the best anthropological training ground in the country. Hooton has never discovered any such spectacular fossils as the Peking man or the ape man of Java, but his shrewd analyses of these oldtimers and of human origins in general have done much to straighten out the confusions and contradictions of anthropological opinion. Hooton has even studied and explained the mental workings of anthropologists as human beings.

Many stick-in-the-mud anthropologists are content to paw over their bones and pore over their reports in their dusty sanctuaries. With such men Hooton has no patience. "Anthropology," he says, "has had a lengthy and happy childhood of serene and irresponsible play. The desiccated bones of fossil man, the quaint customs of savages, the amusing antics of apes—all of these may suitably engage the attention of impractical professors." But as for Earnest Albert Hooton, "there gradually developed in me the notion that the stuff which anthropologists were grubbing up might be of some use to man." He believes that Anthropology must warn man, before it is too late, of what is happening to him. In his best-selling book, *Apes, Men and Morons*, he heads his first chapter: "Bright Past and Dim Prospect of a Tottering Biped," and he starts his first chapter thus:

"A brilliant former pupil of mine (who, of course, has outgrown me) remarked tolerantly the other day: 'I see by the papers that you have been out in the Middle West doing your Cassandra act.' If I have to be identified with female literary characters, I prefer the evil-foreboding role of the Greek prophetess to that of a fatuous Pollyanna, dispensing shallow cheer. . . . The most alarming symptom of our sick civilization is that the one searing human question which needs immediate answer is virtually never asked. What is the matter with man?"

Hooton makes more noise in public and gets more newspaper space than any other anthropologist in the world. Of course habitual castigators of anything are supposed to have an inside track across newspaper copy desks, and it is undeniable that Hooton is forever lambasting the two-billion-odd human beings who inhabit the earth. But he is also likely, in passing, to make quotable comments on anything from marriage ("If marriages were made in the Ford factory instead of in heaven, they would probably last longer and turn out more efficient products"); to the longevity of women ("Short of homicide, a man has practically no chance of outliving his wife; females, after attaining a certain age, become almost immortal").

### Rise and decline of Homo sapiens

In Hooton's view, the behavior of an organism, whether man or amoeba, rises from the nature of that organism and its nature is biological. Therefore, if man wants to behave better, let him become a biologically better animal. Hooton concedes that up to about 30,000 years ago, when early representatives of Homo sapiens swaggered over Europe, man could boast a proud evolutionary record. Since then he discerns no physical improvement in the human species, and his summary of the present problem is this:

Inasmuch as so complicated an animal cannot stand still, the present course of man's evolution is downhill. The signs of degeneration are unmistakable, and the situation is far from helped by the fact that criminals, morons, congenital incompetents and biological inferiors generally are not only coddled by well-intentioned busybodies but permitted to reproduce their kind. Sociological tinkering will not get anywhere until it gets better material to work on. "We all admit," he says, "that our social engine has stalled, and a succession of political, economic and sociological drivers have been pulling and pushing every movable gadget in a futile effort to make it start. May not a biological bystander suggest . . . that somebody has watered the gasoline?"

Hooton says candidly that neither he nor anyone else knows how to improve man, because not enough research has been done on human heredity. Man knows a lot about the genetics of fruit flies and sweet peas but practically nothing about his own. Man carefully measures the size of star clouds beyond the Milky Way, minutely investigates the sex life of inconsequential fungi and ignores the dark stream of his own germ plasm.

The essence of Hooton's philosophy is this: It would be a cry-



ing shame if man, having handled himself so well up to the end of the Glacial Age, should now sit down under his tree, disregard his falling teeth, hair and arches, consider himself a perfected organism and wonder vaguely why he—builder of airplanes, skyscrapers and empires—was having such a bad time in the world. Hooton gives man the degree of D. G.—Doctor of Gadgets—but flunks him in human biology.

### "I was a horrid little squirt"

Earnest Hooton probably owes the unusual spelling of his first name, as well as his reformist spirit, to the outlook on life of his parents. His father was an English-born Methodist clergyman, a sentimental man and a bookworm, himself the son of a harness maker who rode around the English countryside on Sundays to preach sermons. Earnest's mother, Scotch-Canadian daughter of a Montreal tailor who specialized in men's dress coats, was a strong-minded, idealistic woman. There were two girls first, then Earnest was born, in Clemensville, Wis., in the autumn of 1887. The emoluments of Hooton senior usually ranged from \$800 to \$1,200 a year, and were never more than \$1,500, but all three of his children went to college. Earnest's mother regretted that she had no Latin or Greek herself, and she was bound that her children should suffer no such lack. She hoped that Earnest would be a genius.

In this atmosphere, Earnest had his nose in a book from the age of 5 onward, and at 6, having naturally weak eyes, he was equipped with glasses. At 11, he was ready for high school. "I was," he recalls, "a horrid little squirt."

Manitowoc, where the family had moved, was a lake town full of Swedes, Norwegians, Poles and Czechs with a sprinkling of natives. Young Hooton participated in no sports, being both small and purblind, and having for high-school comrades grown men with stubby beards who spat tobacco juice out the school-room's back windows. At 15, he went away to Lawrence College at Appleton and took a lot of Latin. This was a path of least resistance then, but now he is glad he did it. He won prizes. His father thought he might win one of the new Rhodes scholarships which had been started in 1904 and were then attracting bright students rather than campus luminaries. Hooton took the examinations with seven others but none was chosen. He went to the University of Wisconsin for a Ph.D. in Latin and Greek, and taught an undergraduate class of 40 girls. They conspired to make him uncomfortable, before he had developed his poise, by staring fixedly at various parts of his anatomy.

Hooton tried for a Rhodes scholarship again, and this time he succeeded. England and Oxford opened up a new world. Hooton considered himself pretty good in the classics, but when he went to a seminar on Sophocles he found his five years of Greek shrugged off as a mere smattering. (Hooton still reads Latin with utter fluency, but needs a dictionary for Greek.) The young Britons at the seminar, he was staggered to learn, could dash off Greek verse. By that time he was getting a little fed up with classical pedantry anyway, and had been sidling toward anthropology by studying the background of civilization. When he mumbled something about anthropology, they told him to "run over to Exeter College and see Marett." He did. Anthropology was even less "popular" then than it is now, and Marett, who was practically waiting in the doorway for students, welcomed this distraught newcomer with open arms.

Professor Robert Ranulph Marett was one of the men at Oxford who helped to mold Earnest Albert Hooton into what Hooton is today. He was, Hooton wrote long afterward, "a great teacher who, by some ingenious alchemy, has succeeded in transmuting a great deal of more or less base metal into good anthropological gold." Marett was a champion golfer and a formidable wrestler. He had a great fund of anthropological stories, some of which he blandly concocted himself, and he was always turning up with new and better ones. When Hooton became a teacher, he modeled his lecture style after Marett's.

In 1913, through Marett's good offices, Hooton got a job as an instructor in anthropology at Harvard. He had saved enough money to spend his vacations abroad, and on a train bound for a Canadian port he met an agreeable Chicago girl named Mary Camp, whom he pursued for a time across Europe. They were married during his second year in Cambridge.

CONTINUED ON NEXT PAGE

## HOOTON ON HUMAN BEHAVIOR



Bottle-feeding for babies is deplored by Hooton. Flat-chested girl on cow wears a banner labeled "Miss Condensed Milk."



"Their Master's Voice" is Hooton's comment on radio, which he dislikes. Hooton nevertheless has three radios in his home.



Same physical type that specializes in robbery shows, in pro-social activities, a preference for the law, is the claim of Hooton.



"If our ancestors are to be dug up by the public utilities," suggests Hooton, "anthropologists might be allowed to study them."



"Primate on fence between apehood and manhood." Fence looks like much-photographed one at Yale where football captains sit.



Euthanasia ("mercy killing" of the old), common to many savage groups, is sketched by Hooton for a new book, *The Twilight of Man*.



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**Population of Ireland** was minutely studied by Harvard anthropologists under Hooton's guidance. No long-upper-lipped, baboon-faced Irishmen common in political cartoons were found. Here Hooton shows a map to Professor Conrad Arensberg of Massachusetts Institute of Technology. Each thumbtack represents a group measured.

## Harvard's Hooton (continued)

Like most young Americans, Hooton was greatly excited by the World War. On account of his bad eyes he was anything but promising soldier material. Nevertheless in 1916 he wangled himself into the Businessmen's Training Camp at Plattsburg, N. Y. He was the type of eager, hard-trying rookie who is always getting bawled out by his superiors. He was continually harried for having a sloppy rifle, though he spent hours and hours trying to keep it immaculate. In spite of his nearsightedness he found he could shoot pretty well at 150 yd., but at 350 yd. he could hardly see the target and often incurred official displeasure by blazing away at the wrong one.

After the War, Hooton's scientific career, firmly settled in its grooves, progressed uneventfully. By easy stages he rose to be assistant professor, associate professor and full professor. Meanwhile, naturally, he had started to train anthropologists himself.

## Man ought to be studied whole

The group of anthropologists that Hooton has gathered around him at Harvard manifests, as a group, a strong individuality. For one thing, there is no insistence that a man's work fall into any hard and fast category of science. If the research he is interested in happens to bestride psychology, anatomy, endocrinology and anthropometry, that is quite all right so long as he knows his stuff in each one. Hooton has always felt that narrow specializations prevent science from getting down to fundamentals. He thinks man ought to be studied whole.

Anthropological research soaks up money, and Hooton has a more or less continuous struggle to keep his own and other departmental research projects solvent. The university treasury could not possibly disburse all he needs, because it has too many other claimants on its funds. Grants from endowed institutions can always be sought by scientists in need, but anthropology is likely to be slighted because, as Hooton cogently points out, "it reveals many things which most persons prefer not to know." The enlightened Rockefeller Foundation, however, gave Harvard's department of anthropology an eight-year grant totaling \$105,000, only part of which went for Hooton's own labors, but by some financial sleight-of-hand he made this last until he finished a monumental twelve-year study of criminals. The criminal data were processed by two devoted women assistants on the most nearly perfect, the most nearly superhuman



tabulating machines ever built, leased by Hooton from International Business Machines Corporation. Granted a 50% educational discount, Hooton used to pay an annual rental of \$1,000 for these but, since he was unusually hard-pressed last year, I. B. M. let him use the machines for nothing. Hooton was grateful to those corporate benefactors of science.

At home, Professor Hooton goes in for comfortable rather than elaborate living—but he knows what he likes, and he especially likes jasmine tea, good sherry and good brandy. He lives with his family in a pleasant, unpretentious frame house at 13 Buckingham Street, with a neat lawn in front; an open fireplace, tall windows, oil paintings, a piano and plenty of books in the living room; three or four kinds of Burgundy and Moselle on the dining-room sideboard. Hooton's two sons, Jay and Newton, did not inherit their father's intellectual brilliance or inclinations and to his mild dismay are not much interested in going to college at all. His daughter, Emma, 15, bright as a pin and pretty as a picture, is an accomplished figure skater and can drive a golf ball 200 yd. (her short game is ragged). The whole family is fond of golf. Trim Mrs. Hooton, who manages a nice blend of insouciance and housewifely competence, shoots 18 holes in about 100 strokes. So does the professor when he is in good form. Hooton's manner with his children is completely free and easy. The boys talk back to him if they feel like it, and Emma, after listening to one of her father's rambling reminiscences, was heard to observe that in her opinion he was pretty long-winded.

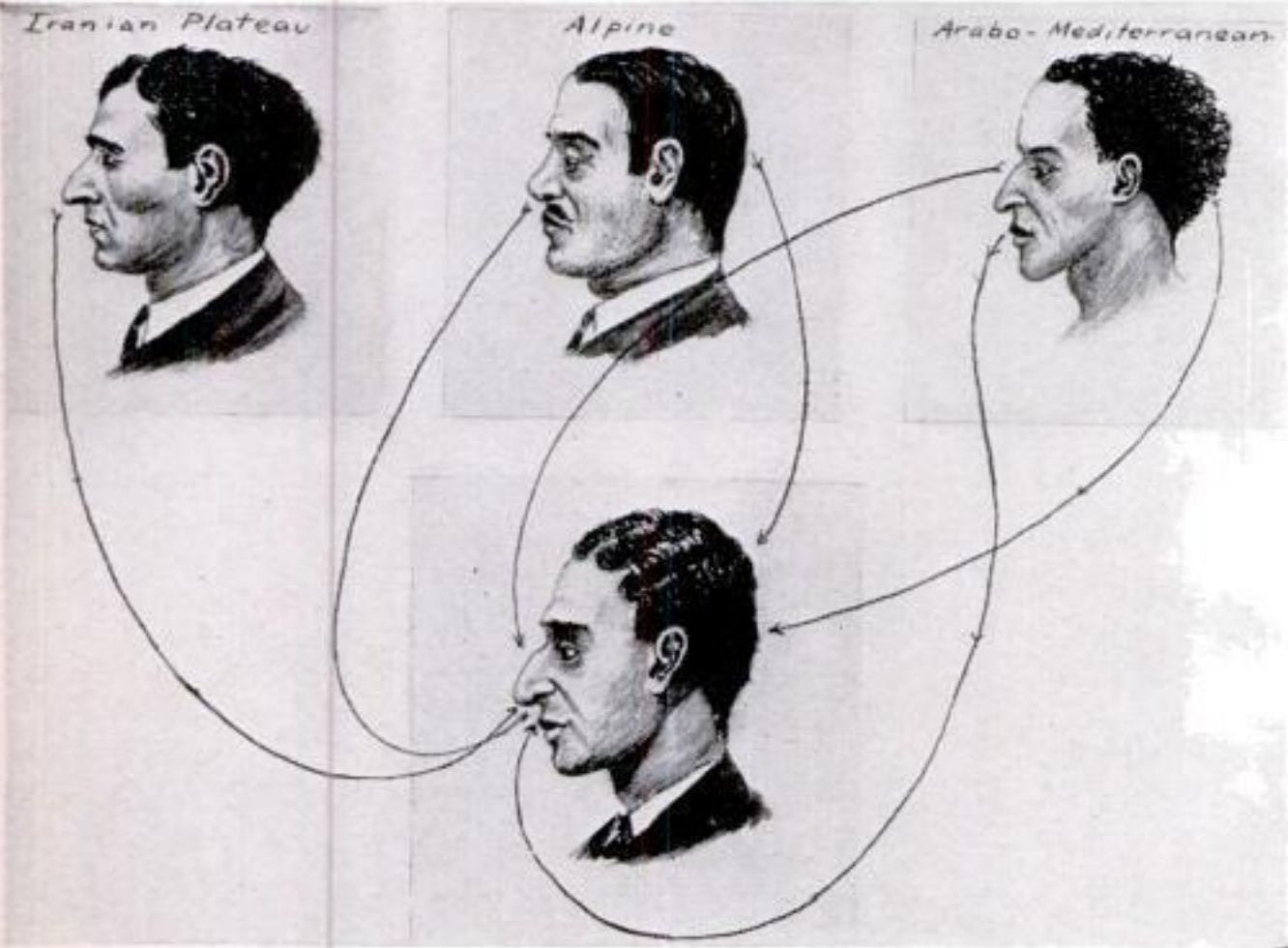
The Professor in his living room

Every afternoon at teatime Hooton's living room begins to fill up with graduate students, departmental associates, wayfaring colleagues and casual visitors, who drop in for shop talk, social talk or any talk they like. This goes on during the summer-school session as well as in winter. At the present time of year, late afternoon is likely to find Hooton parked on the back of his neck in an easy chair, sipping iced jasmine tea and enjoying himself. Typical costume: striped shirt, beige pants, orange and gray tie, white shoes, pink socks, no garters. When Hooton is appearing in public, meeting new people, talking to reporters or keyed up for any other reason, his myopic eyes, magnified by his high-powered glasses, seem ready to pop from their sockets; but in the congenial and relaxing milieu of his living room, he half closes them in a disabused and almost sinister manner, and delivers himself of tart commentary. In such surroundings his conversation shows small trace of the veneered elegance of his writing. He uses the vernacular. When he narrates something droll, or extraordinary, or preposterous, he makes a little interrogatory noise in his throat, something between a gasp, a grunt, a chuckle and a hiccup. This is simply to inquire whether his interlocutor sees the same twist to his story that he does.

When Hooton is away from Cambridge with time to kill he goes to the movies and studies the anthropological peculiarities of the performers on the screen. He has discovered that at least one famous Hollywood actress has degenerate ears.

Hooton enjoys pointing out that, despite the great achievements of Medicine, doctors do little to improve the race but mostly patch up the products of bad breeding. They even help the unfit to survive

CONTINUED ON NEXT PAGE



Jewish face is derived from mixture of other strains as this drawing by Hooton shows. Jews owe their intellectual superiority, Hooton thinks, to the fact that persecution has eliminated their morons. Urging intermarriage as a solution to the problem, he says, "a little [Jewish blood] would have improved the shape of my nose."

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## HARVARD'S HOOTON (continued)

and reproduce. Take buck teeth: "The young lady afflicted with the condition which is vulgarly called 'buck teeth' requires the ministrations of the orthodontist before she can be a promising candidate for preferential mating. But after such treatment, owing to the consummate skill of the profession, she becomes speciously beautiful, presenting an appearance entirely at variance with her probable genetic constitution. Hence she is chosen by the most desirable males and proceeds to present her husband with bevy of bucktoothed offspring."

Recently Hooton has spent much of his spare time making cartoons for his new book, *Twilight of Man*, which G. P. Putnam will publish in September. He used to draw a great deal as a youngster, but forgot all about it until he was ready to publish his short book for laymen about criminals and got the idea that statistical charts enlivened by "nasty little figures" would be better than just graphs. All the drawings for that book were in pen and ink, but for the new book Artist Hooton has branched out into wash (see p. 63), and some admirers of his style, no doubt biased, consider that his efforts compare favorably in ironic content with those of the *New Yorker's* famous James Thurber. Artist Hooton, like Artist Thurber, never went to art school.

### Are criminals inferior people?

Hooton's major research project for the last twelve years has been an anthropological study of U. S. criminals, the most elaborately planned and executed work in that field ever done. This job, just finished, has convinced him that criminals as a class are biologically distinct from and inferior to the general population. Meticulous measurements of 17,680 criminals show that they are shorter, lighter, with smaller heads and chests, lower foreheads, narrower faces, shorter noses, sparser beards and body hair than the average person. Criminals vary according to their crimes. Robbers are nearly eight years younger than the average of the criminal class. Murderers are older, have broader jaws, narrower, longer, lower heads. Rapists are

shortest. Forgers are pretty much like anyone else.

Whether biologically inferior persons take to crime because they feel their inferiority and cannot compete with better endowed people, Dr. Hooton does not venture to guess. His case is now in the hands of dispassionate scientists. What the verdict will be remains to be seen. It seems most likely that the jury will split.

Insanity is a thing to be bred out just as much as crime, Hooton thinks, although in view of the age difference between criminals and insane he believes "criminality and insanity are separate and not necessarily related manifestations of inferior human organisms. The lower class civilian population is anthropologically fair to middling; the sane criminals are vastly inferior, the insane civilians considerably worse than sane criminals, and the insane criminals worst of all. When they [crime and insanity] occur together in the same individuals, you have nearly plumbed the bottom of human degradation, short of complete idiots."

Despite the value and importance of Hooton's scientific researches, what really makes him stand out is his role as the Cassandra of human decay. He is awaking not only the public but his fellow scientists to the necessity of studying and improving man's biological inheritance. That job, at the present time, is far more important than any amount of research. Despite his lugubrious warnings, Hooton is actually optimistic: "The human improvement required is primarily biological and we do not yet know how to effect it. But there are enough clever youngsters to find out, if only they can be shown the necessity of tackling the problem. They at any rate will know the truth, and perhaps it will make them free. Free from what? From imbeciles and morons who are allowed to reproduce their kind, and to subsist on the labors of others, from psychopaths who lead the mentally inferior mass of civilized populations into purposeless wars and social revolutions, from the ever increasing numbers of biological and mental inferiors who are anti-social and criminalistic. If the generations to come can be emancipated from these worthless and deleterious elements, it will be a comparatively simple matter to perfect social and political institutions, and to adjust human relations to a reasonable harmony."



Hooton, aged 5, in 1892, stands next to his father. At right sits Hooton's mother. An aunt and two older sisters make up the group. Hooton was in kindergarten at the time. His only boyhood ambition was to avoid the ministry, his father's profession.



Hooton and daughter Emma, at tea, watch the cautious progress of family's cat who, like his four predecessors, bears a Biblical name, "Boaz." Cat serves to remind Hooton of another eminent American physical anthropologist, Franz Boas of Columbia.



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Most people find it necessary to lead double

lives, and "escape literature" is still an essential component of our civilization.

But the world of reality—LIFE's world—of news, and science, and politics, and modern living, and the strange customs of men in foreign lands—is assuming an increasingly important role in the lives of all of us.

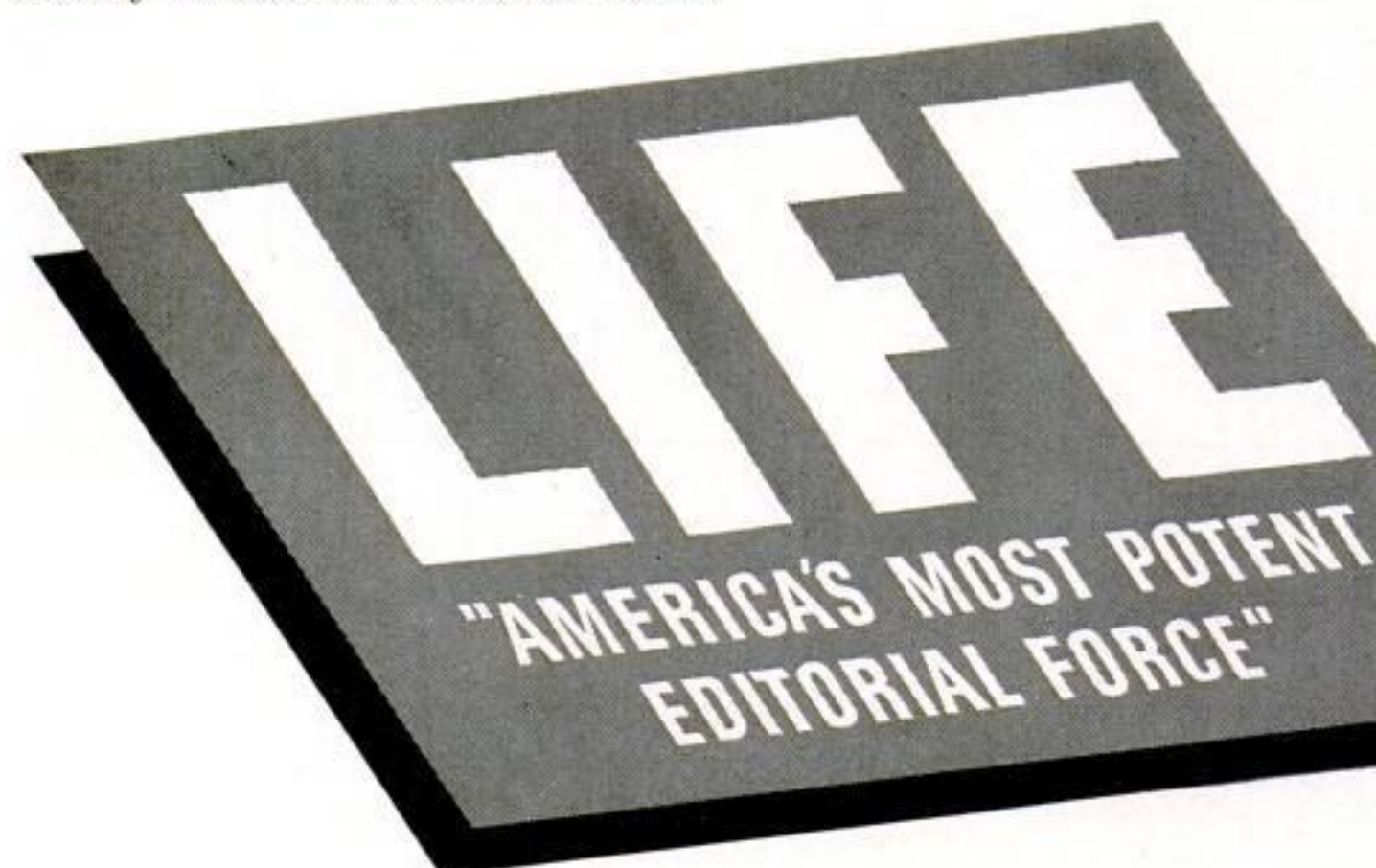
## America Takes To LIFE

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**Love story**, real life—can often outdo the imagination of the most gifted fiction writer—as proven when LIFE shows the course of history being altered by the charm of an American woman.



**Field of Honor**, real life—as part of its gripping coverage of the blood-drenched fields in Spain and China, LIFE has shown how death comes to a warrior of our own day.



**Adventure**, real life—LIFE takes its readers with young American explorers to the Canadian Yukon, on mountain-climbing expeditions, on Antarctic explorations, gold rushes, and other exciting undertakings that prove the world still holds plenty of adventure for the adventurous.



# of leading



His strong, lean, brown hands drew her to him.  
Suddenly she knew that some of the magic of this night would  
run like a golden thread through every night to come.

THE END

**Love stories** entertain millions—but  
they nurture the life of *escape* from reality.



**Detective Story**, real life—the murderer of an American girl in France is trapped  
by brilliant police work; LIFE pictures his trial and, later, shows actual photographs  
of his decapitation.



**Success Story**, real life—the most amazing and portentous rise to power recorded in  
modern history received its most graphic documentation in LIFE.





**The Countess of Jersey** was Charlie Chaplin's leading lady in *City Lights*. Married first to Irving Adler and next to

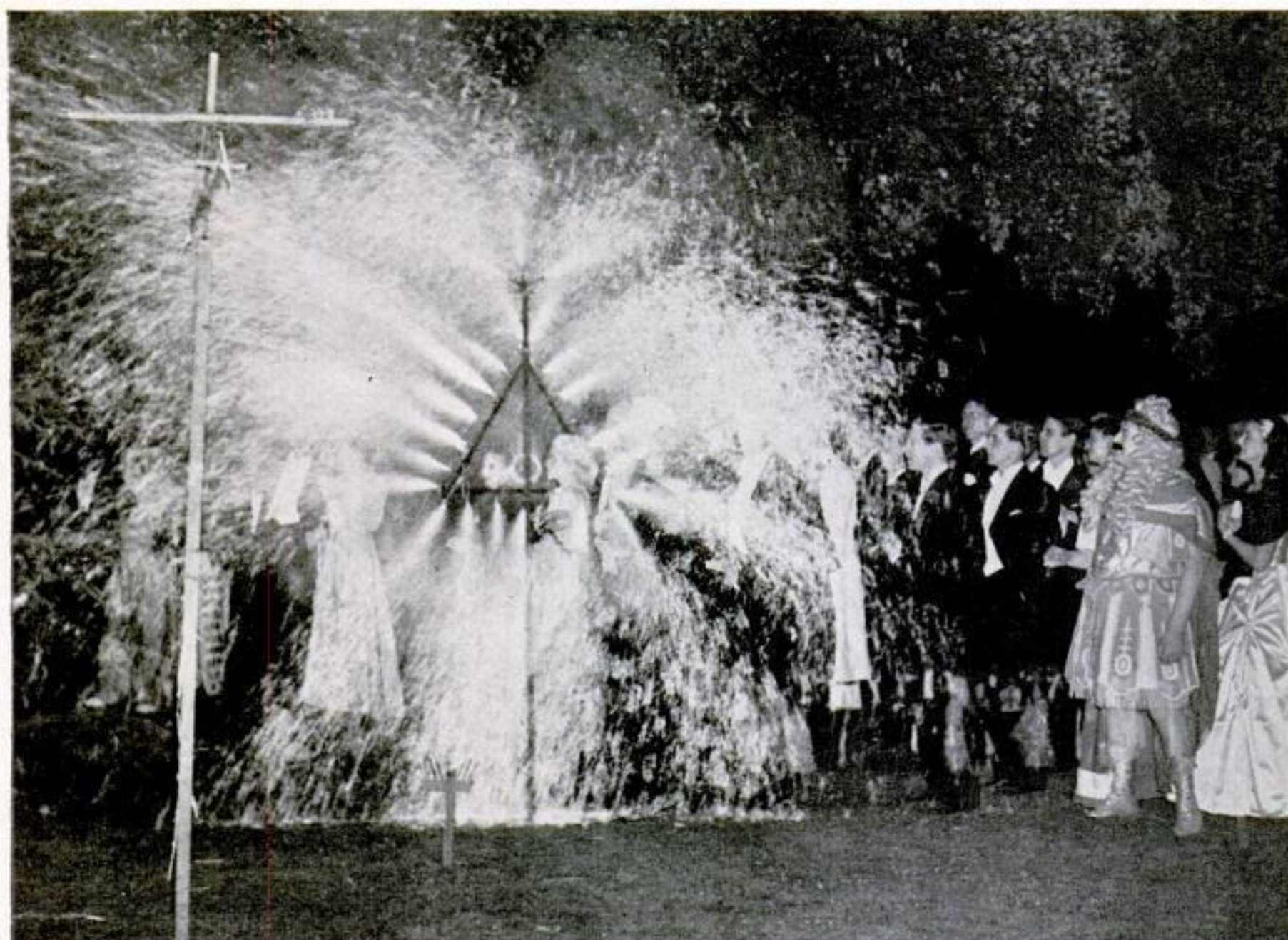
Cary Grant, she announced her engagement to Jersey five minutes after he had divorced his first wife in 1937.

## *Life goes* with the Earl of Jersey and his

**N**ine miles west of Piccadilly Circus, which is to London what Times Square is to New York, ancestors of the Earl of Jersey have, since 1710, preserved intact the magnificent 500-acre estate of Osterley Park. Last May, the ninth Earl, George Francis Child Villiers, financially encumbered by the great expenses of keeping up three estates, threw Osterley Park open to the public three days a week at a shilling for the house, sixpence for the grounds. Last month, he and his decorative young wife, who before she became a Countess was Virginia Cherrill of Carthage, Ill., made Osterley Park the scene of what was easily the most spectacular charity party of a spectacular London social season. Anyone who wanted to come could do so simply by buying a ticket which cost about \$5. Proceeds of the ball went to the Georgian group



**Cecil Beaton**, society photographer (*right*), and **Madame Lilia Ralli**, the best friend of the Duchess of Kent, are greeted by



**Aquatic fireworks** at 12:30 a.m. were highspot of the evening's entertainment. Guests also strolled through

the galleries eyeing the Jerseys' priceless collection of paintings and antiques, and heard Handel minuets.



**Deidre DuBarry**, descendant of the famous Madame DuBarry, chats on way to buffet with **Peter Glenville**, son of Actress Dorothy Ward.



# to a Party

## American wife at Osterley Park

of the Society for the Preservation of Old Buildings.

At Osterley Park, the Earl and Countess of Jersey's 1,112 guests started dinner with a Georgian "Green Pease Soup," danced outdoors to the music of Jack Harris' orchestra, inspected paintings by Rubens, Romney and Reynolds, watched fireworks and wrestling matches in the Park. London papers called attention to the potential similarity between the Jerseys' *fête champêtre* and the celebrated Brussels Ball on the Eve of Waterloo. ("There was a sound of revelry by night, and Belgium's capital had gathered then her beauty and her chivalry.")

No London party is really absolutely top-drawer unless it attracts a polished thief. After the Jerseys' party, the ex-Virginia Cherrill was able nonchalantly to report the loss of a \$1,200 diamond bracelet.



the Earl and Countess of Jersey. In keeping with the Georgian atmosphere the Countess wore a white wig, hooped skirt.



"The Apotheosis of the Duke of Buckingham," by Rubens, made a backdrop for a group composed of Ellen Pollock,

actress, Lady Jersey, James Proudfoot, well-known London painter. Jersey inherited title in 1923 when he was 13.



Miss P. Gaunt and Michael Brockway inspect paintings collected by Sir Francis Child, once Lord Mayor of London, during continental trip in 1702.



Cumberland'wrestling—in which the wrestlers start chest to chest, grasp each other with locked hands

round the body, chins on each other's shoulders—was floorshow that amused guests after fireworks.



"...and confidentially  
it doesn't stink"



*Dainty women everywhere*

are talking about  
"smell"-less, "hurt"-less Wisk...  
(for removing unwanted hair)

Does your nose say "NO" to old-fashioned smelly depilatories? Do you resent painful waxes that pull and hurt? Wisk is the dainty, new way to hair-free arms and legs—the smell-less, hurt-less way!

Look at Wisk, feel it... it's a cool-cream, fluffy and smooth—it reminds you for all the world of your favorite cold cream. Smell it: this revolutionary hair remover doesn't insult your nose. Wisk's fragrance is clean, faint, pleasant.

And Wisk in action? None of the pain or pull you've come to expect from old-type waxes or messy pastes. Spread Wisk on—wash it off... almost without effort Wisk makes a clean sweep of unwanted hair, at the skin's surface. And, unlike your razor, Wisk brings no bristly, "porcupine" after-growth.

Enjoy this pleasanter way to hair-free limbs... now!

**Wisk**

\$1.00 the tube—at beauty shops only.  
For supreme luxury, enjoy a Wisk professional treatment at your favorite beauty shop.

**COOL CREAM HAIR REMOVER**



removes hair... no hurt... no stench

## Life's Party (continued)



Lady Iris Mountbatten, Queen Victoria's great-granddaughter, puffs a cigaret.



Douglas Fairbanks sits in a barrel chair wearing his wife's furs to keep warm.



Miss Lumdt-Smith and Mr. Darrall-Rew examine Georgian relics back of ropes.



Lady Diana Duff Cooper and Robert Bernays, M.P., enjoy the entertainment.



Elizabeth Wellesley and Richard Westmacott watch fireworks from car roof.



Robert Montgomery escorts Lady Ravensdale, granddaughter of Levi Leiter.





Barmaids in bar tent dispensed beer and champagne which cost two shillings (50¢) a glass. The footmen and waiters also wore costumes of perukes, breeches, ruffles.



Countess of Jersey's mother was dormitory chaperon at Kemper Hall, a finishing school for Chicago girls. Her father, James E. Cherrill, a farmer, now lives in Kansas.

## They call them the "HAPPY HARRISONS"



HERE ARE the happy Harrisons—one of the liveliest couples you could meet! It was on a vacation cruise that they made their great breakfast discovery . . . the most temptingly delicious cereal you ever tasted, Post's 40% Bran Flakes! So when they got back, you can imagine what happened: bright and early every morning...



"HOW SOON'S BREAKFAST?" . . . That's George Harrison's standard call! And Post's Bran Flakes give the Harrisons two extra benefits: **FIRST**, they provide bran, a natural regulator. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a great help, and . . .



THE SECOND BENEFIT is this: Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B<sub>1</sub> to help maintain good appetite, and Vitamin G to help promote growth and vigor.

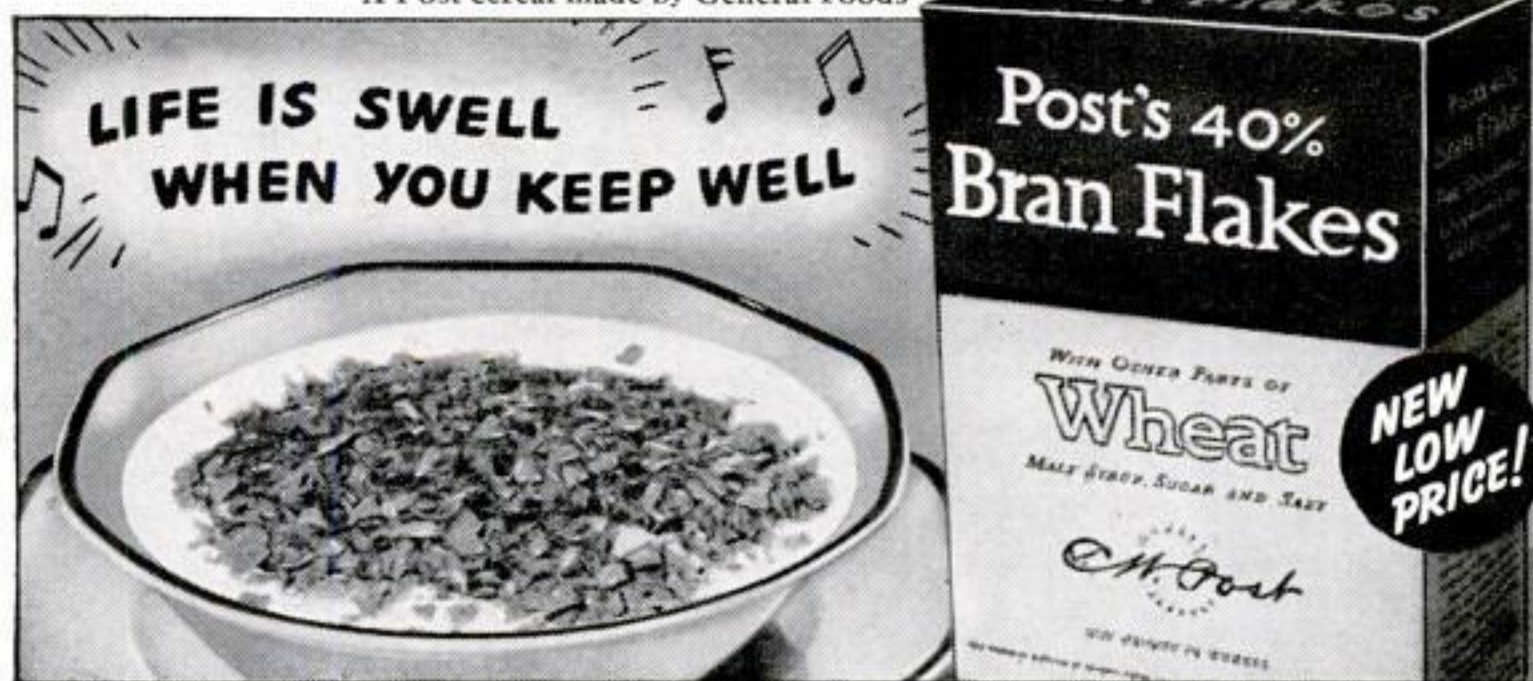
All this in one grand-tasting cereal with a double purpose: to make breakfast a delicious treat, and to help you keep fit. And today, Post's Bran Flakes come to you at a NEW LOW PRICE!



THE HARRISONS HAVE BEEN eating Post's Bran Flakes for several months now—and as George puts it, "We never felt better in our lives! It's great to find a swell-tasting cereal that gives us those two EXTRA BENEFITS!"

P. S. Sometimes Dot serves bran muffins made with Post's Bran Flakes. The recipe's right on the package—and what a grand and glorious treat they are!

A Post cereal made by General Foods



**IMPORTANT:** Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's

Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.

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## What shall I do?

Money stolen... the money that was to bring you so much pleasure at one of the two great Fairs. And now... penniless, alone, frightened, your holiday imperiled. *Don't let this happen to you!* You avoid such possible personal disasters, if you carry American Express Travelers Cheques. They are your own individual funds, spendable only by you. The personal signature system is your protection. You sign your name in the upper left corner, upon purchasing them.

When you wish to spend a cheque, countersign it in the lower left corner. Should your American Express Travelers Cheques be lost or stolen, uncountersigned, their value will be refunded in full. No need to cry, "What shall I do?" when American Express Travelers Cheques are your security for carefree vacations, safe everywhere, acceptable everywhere.

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## We're Going to Europe... and it won't Cost Much

We've discovered the Low-Cost Luxury Liners which are fast making friends among people like us, who wrongly believed they couldn't afford to go CUNARD WHITE STAR.

**SCYTHIA  
LAONIA  
SAMARIA  
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CABIN  
CLASS  
from  
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ONE WAY

SPECIAL EXCURSION RATES  
on sailings Aug. 7 to Oct. 15  
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**\$184** **\$140<sup>50</sup>**  
TOURIST THIRD CLASS

Weekly from New York via Boston to Galway, Belfast or Cobh, and Liverpool. Book through your local agent ... or 25 Broadway, 638 Fifth Avenue, New York.

**CUNARD WHITE STAR**  
LOW COST LUXURY LINERS

## WAKE UP YOUR LIVER BILE — WITHOUT CALOMEL

— And You'll  
Jump Out of Bed  
in the Morning  
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.



THE definite purpose of LIFE is to inform its readers of what is going on in the world today — to bring them the news which can best be told in pictures.

## CALLOUSES

Burning or Tenderness On  
Bottom of Your Feet?



New Super-Soft Dr. Scholl's Zino-pads give quick relief. Cushion the Metatarsal Arch, soothe the sensitive area. New shape, design — 630% softer than before! Don't come off in bath. Separate Medications included for removing callouses. Cost but a trifle!

**NEW Super-Soft Dr. Scholl's Zino-pads**

## PICTURES TO THE EDITORS

### THE NEIGHBORS OBJECT

Sirs:

These figures stand on the lawn of Mr. H. Bernhardt of this city. There has been much discussion about them. Every time the neighbors complain about them he adds another figure. He now has four.

The figures are life-size and were carved out of block gypsum by Mr. Bernhardt. A bust of Mr. Bernhardt by himself has a separate case on the lawn.

J. E. WHISENANT

Spartanburg, S. C.



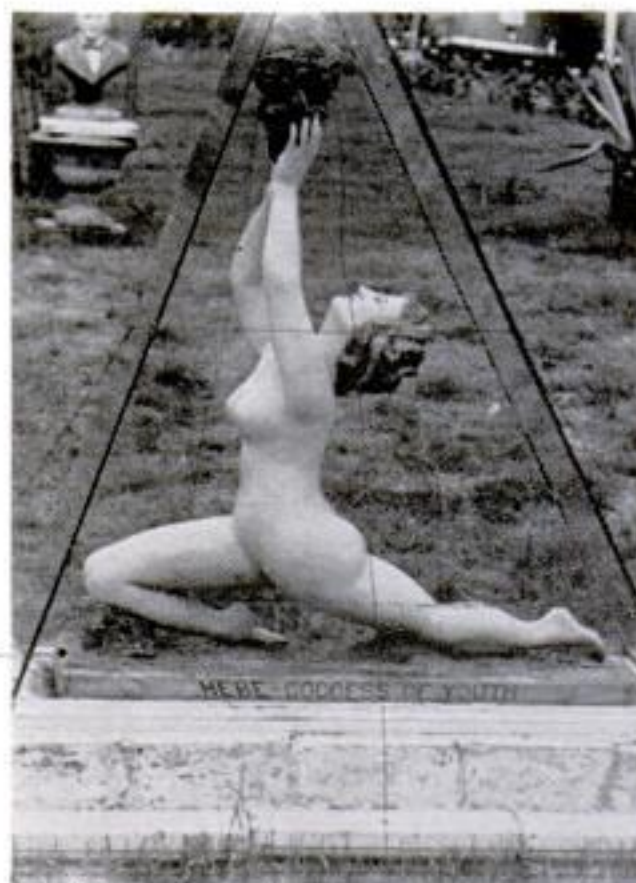
THE FOUR LADIES OF GYPSUM RECLINE ON THE LAWN IN VARIOUS POSES



EACH FIGURE IS IN A GLASS CASE



THIS IS CALLED "SUN IDOLIZER"



HEBE UPHOLDS URN TO CATCH MANNA



MR. BERNHARDT'S BUST OF HIMSELF



## INDIAN ROPE TRICK

Sirs:

Your readers have possibly been hearing about the "Indian Rope Trick" and have wondered if such a thing is mythical or a reality.

I submit this picture as evidence. I can personally vouch for its accuracy and freedom from staged settings and trick photography. In fact, I took the picture myself, having hidden in a bamboo thicket for the express purpose of doing so. Imagine, please, my amazement and sheer delight when I saw this man actual-

ly suspended from the ground supported only by a single rope from below. To make doubly sure that it was not the "optical illusion" so common to India, at the risk of my life, I carefully approached the object and passed a bamboo completely over his person just to make certain that no hoisting was being done from above.

So, you see, the rope trick is possible. I've seen it, as pictured, with my own eyes, honestly.

THOMAS R. VARNEY

Calcutta, India



## FAKIR IN IRON

Sirs:

This is a fakir named Peerali Jelalali, native of Hind Hyderabad. He is about 40 years old. I understand from him that he has a vow to wear these iron chains and bracelets and anklets for twelve years. He has been wearing them for the last two years and found great difficulty

for the first six months in carrying them. Since he is used to it he doesn't feel so much difficulty but even today he cannot bend his fingers or hold his fist. His cap is made of ancient coins. On the whole he is carrying over 400 lb. of iron.

M. S. SIVAN

Hyderabad, India



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# Can You Press A Button?

**Then You Can Take Action Shots Like This!**

NO longer need you envy the owners of expensive foreign super-speed cameras! Now, you too can take thrilling, prize-winning pictures. By night, as well as by day! In color, as well as in black-and-white! This sensational new UniveX Mercury embodies every important feature of the most expensive foreign-made cameras. No wonder it's America's fastest-selling speed-candid!

**LOOK AT THESE FEATURES!** 1/1000th second focal plane shutter! Built-in flash synchronizer! Automatic film transport! Quick-action simplified controls! Most economical UniveX 35mm. film cuts negative costs in half! Color shots only 5¢ each!

**\$25** WITH TRICOR DEEP-FOCUS f3.5 LENS!

**1/1000th Second MERCURY**

Universal Camera Corp.  
Dept. M-47, N.Y. C.

**FREE** Send illustrated booklet describing the many features of the new UniveX Mercury Speed Camera.

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## A TROPICAL CUE TO COOL DRINKS!

# Don Q

PUERTO RICAN Rum

Perfect for a parched palate on a hot summer's day is a frosty Daiquiri or a tall, cool Cuba Libre, Rum Collins or Highball made with this peerless Puerto Rican rum! You'll enjoy its fine fragrance, delicate lightness, superb quality. Be sure to insist on Don Q by name!

There are two kinds of Don Q:  
WHITE LABEL for cocktails  
GOLD LABEL for tall drinks

Your Guide to Good Liquors

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**PRODUCT OF DESTILERIA SERRALLES, INC.**  
PONCE, PUERTO RICO



A soothing cream—  
And that's no joke  
Ingram's cools off  
Chins that "smoke"!



**Thrifty Ingram's  
brings relief from  
shaving nicks and stings!**

INGRAM's swiftly wilts defiant beards. And, from the instant you lather up till the final sweep of your razor, you can feel the refreshing difference—the famous Ingram's kick. But the big news about Ingram's is its bracing, soothing after-effect. Ingram's helps relieve shaving burns and irritations. Your face feels COOL—long after your beard is gone.

Today—be sure to get Ingram's in either the thrifty jar or the frugal tube at your druggist's.



**INGRAM'S**  
*Concentrated*  
**SHAVING CREAM**  
A little goes a longer way

## PICTURES TO THE EDITORS

(continued)

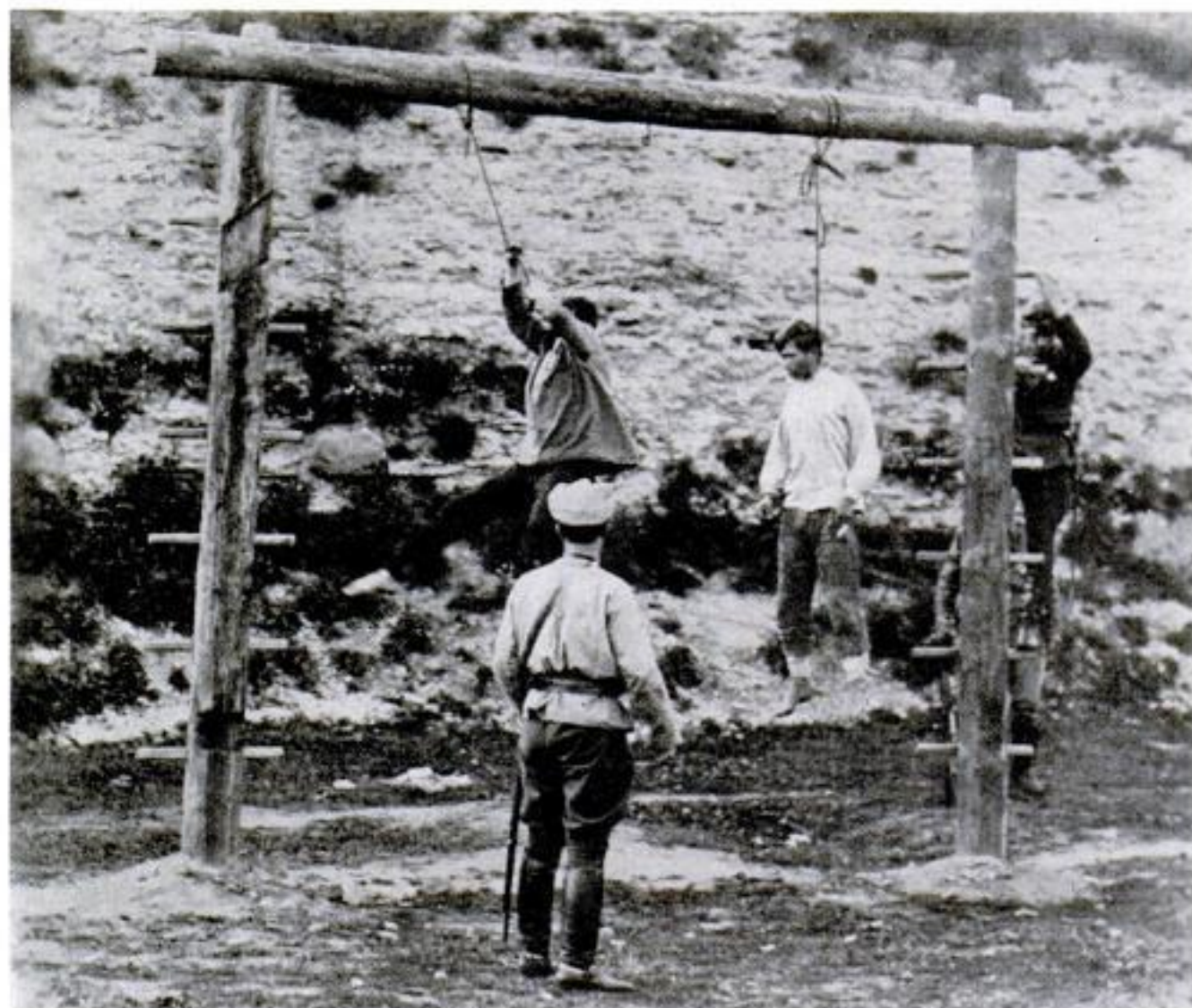
### CHEATING THE NOOSE

Sirs:

This picture shows an astonishing little incident during the Russian Revolution in 1918. The Whites captured a pair of

Reds and are hanging them. The Red on the left has seized the rope above his head and is pulling himself up by it. I fear he did not cheat the noose very long.

ROBERT R. MARSH  
New York, N. Y.



### MARION ONE YEAR OLDER

Sirs:

Enclosed is this year's picture of my daughter Marion taken with her father. This is the 18th in the string known originally as "Mr. Chadwick's little girl grows up," shown in LIFE, Sept. 13, 1937 and July 25, 1938.

Time marches on. The little girl who grew up has apparently reached her full

growth in inches, but those watching this development of a youngster from babyhood to womanhood will see decided changes in the features.

Those who evinced so much interest in the mileage of the bathing suits will notice that Dad is still wearing the old one, but Marion has a new one.

MRS. F. H. CHADWICK  
The Bronx, N. Y.



ONE YEAR



6 YEARS



13 YEARS



17 YEARS



MARION CHADWICK AT 18 WITH HER FATHER

*Devilish  
good*

FOR SUMMER PICNICS



**Sandwiches!** Just spread bread and butter with Underwood Deviled Ham. Good eating!



**Or Grilled Sandwiches!** Underwood Deviled Ham, a slice of cheese, butter on the outside. Broil!



**Or Just** a box of crackers—and Underwood Deviled Ham! It's fine whole ham, ground and seasoned with fine spices. Savory!

**FREE: "FINE FOODS,"** new recipe booklet. Write today. Wm. Underwood Co., 95 Walnut St., Watertown, Mass. If your grocer does not carry Underwood Deviled Ham, drop us a post card and we will see that you are supplied.



Also made in CANADA, sold at the same price

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**HEADACHE  
RELIEF!**

**STANBACK** amazes new users! Acts fast! Won't leave you jittery! 10¢ & 25¢ at drug stores.

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SEASICK REMEDY

**PREVENTS CHILDREN from  
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KILL ROACHES**

Special bait in tubes, eagerly eaten by all Roaches kills old and young. Long in use, thoroughly proven and guaranteed. 3 Trial packages 50¢ postpaid if your dealer has none.

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...on the most vivid canvas ever painted by a camera!

The Saga of the Sudan... filmed in breathless beauty! Valiant Kitchener marching to avenge Khartoum! The fearful "Fuzzie-Wuzzies", only native troops that ever broke a British "hollow square"! A lightning story, alive with drama—seen through the eyes of a man who was branded a coward... and who lived to hurl the words in the teeth of his accusers!



HE HAD THE COURAGE TO CONFESS FEAR—though it cost him the woman he loved!



"Here's to your yellow streak," they toasted in scorn. The words burned into his heart.



Peril that only a "coward" was brave enough to face... in a savage "black hole" dungeon!



Coming soon to your favorite theatre; ask the manager when

ALEXANDER KORDA *presents*

# FOUR FEATHERS

*In Technicolor*

Directed by **ZOLTAN KORDA** • with RALPH RICHARDSON • C. AUBREY SMITH  
JOHN CLEMENTS • JUNE DUPREZ • Adapted by R. C. SHERRIFF from the novel by  
A. E. W. MASON • Associate Producer IRVING ASHER • Released thru United Artists



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## HOSIERY



PHOTO BY ANTON BRUEHL

Where the ivy twineth about the Campus Tower—there's Realsilk...but these popular stockings don't all go to college... Wherever smart women major in Style and study Hosiery Economics—there, too, you'll find Realsilk... We're proud that 70 per cent of all Realsilk stockings are bought by women who have worn them before. *What are the secrets of this satisfaction?* Some say longer wear, due to most snag-resistant twist (Grenine)... with others it's such features as the true-to-name "Hem-Guard," the closed hem, or special reinforcements at toe and heel... Others like Realsilk because it doesn't get dull or sleazy after washing, and shades stay true... Realsilk comes to you, through representatives. No shopping hurry—no parking worry.



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